

OFFICIAL
PROGRAM

24TH ANNUAL

VALLEY OF THE MOON

Vintage Festival

Saturday and Sunday

SEPTEMBER 26 & 27, 1970

The 73-year-old photograph at right is of the late Otto Dresel, the theme child (as the "Baby Bacchus") of Sonoma's first Vintage Festival in 1897. Otto's father planted grapes at Rhine Farm here in 1858.

On October 11, 1897, the front page of the old San Francisco Call was devoted to an artist's sketch and glowing account of Sonoma's first Vintage Festival which featured a Grecian love story written by Benjamin Weed, replete with Bacchus, nymphs and moonlight in the hills of Rhine Farm.



The Call

PRICE FIVE CENTS.

O. 133.

SAN FRANCISCO, MONDAY MORNING, OCTOBER 11, 1897.



Scene in the Vale of Pansies on the Rhine Farm Near Sonoma During the Moonlight Production of Benjamin Weed's Grecian Drama.

AN ARCADIA IN SONOMA'S WOODLANDS

One Eve of Pleasure at
the Beautiful Vale
of Pansies.

NYMPHS IN A LOVE
ROMANCE.

Greek Mythology Given Life
in a Moonlit Mountain
Canyon.

OUTDOOR REVEL AT THE
RHINE FARM.

Brilliant Theatricals Staged on a
Greenward Between Wooded
Steeps.

If you long for the peaceful joys of Arcadia take the Tiburon boat, which brings you to Sonoma at half-past seven in the evening.

It's a commonplace beginning. The boat will be crowded with hunters, very likely, and the train will stop every now and then to dump them off into some marsh or other. But the end is far from prosaic.

Rise into an open carriage when you get to Sonoma town, drive along the sweet-scented, moonlit, tree-shaded road for about two miles till you come to the mountains. You can't lose your way, for at irregular intervals many-colored lights gleam, now from one side, now from the other. The road winds beautifully in and out, across wooden bridges, up and down and around pretty, dusky corners, but ever ahead a green star or a red fiery twinkles invitingly. Follow confidently, for at the end of the road lies Arcadia.

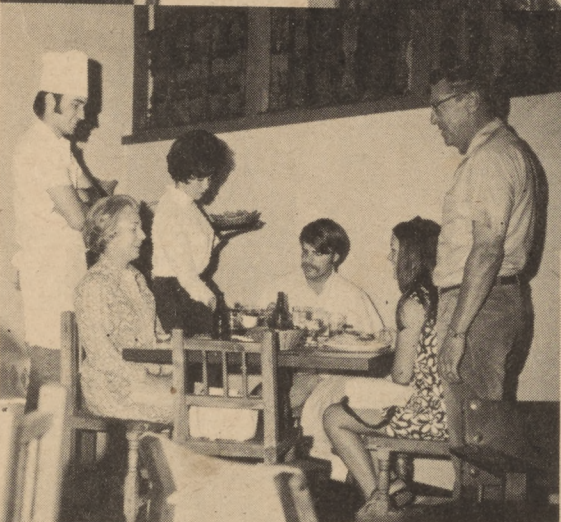
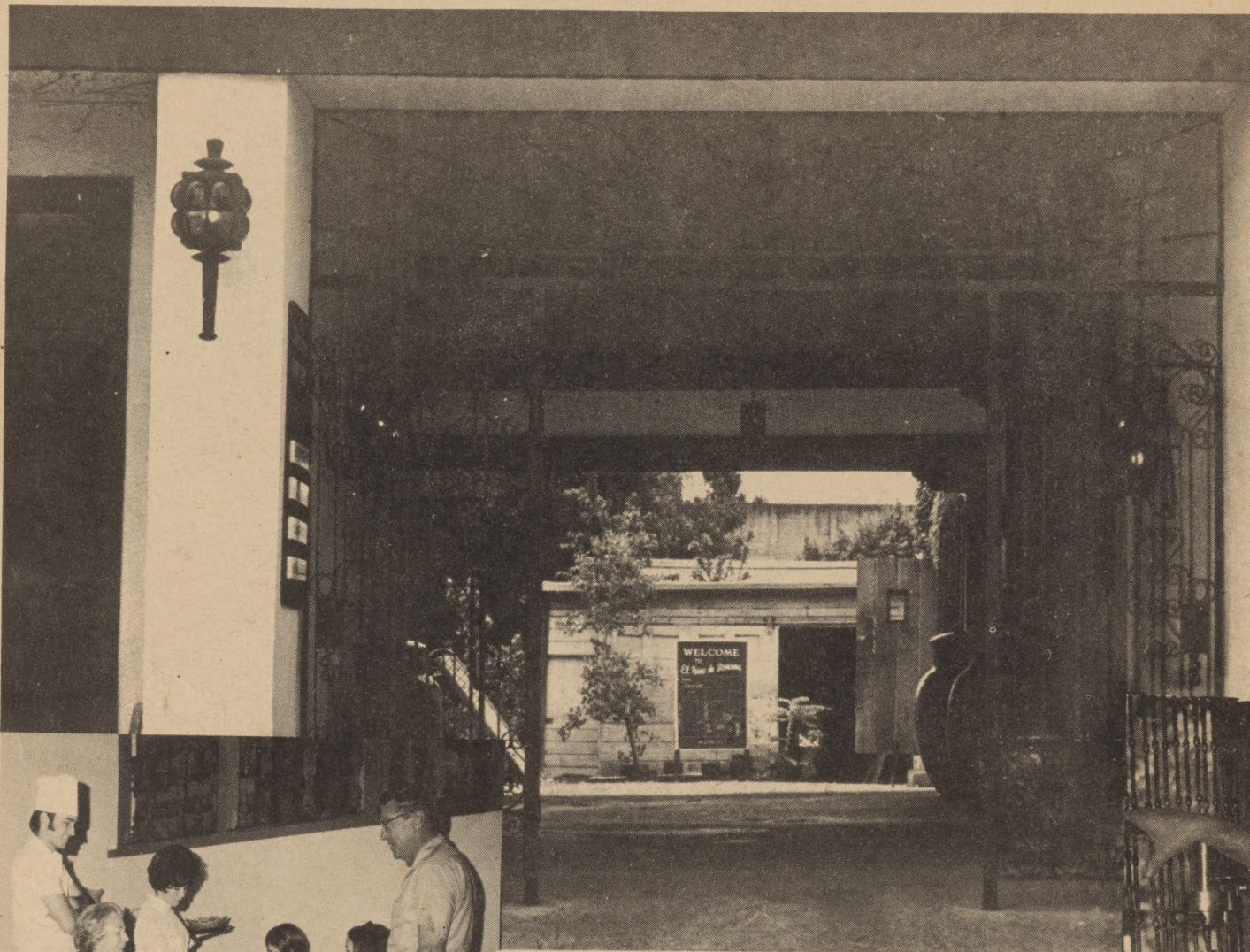
That is to say, the pastoral city may be found up in the Sonoma hills, but only on one magic night of all the year. He who is seeking for Bacchus and the "Grecian" melodious, poetic growls and vine-wreathed vineagers must wait till the vintage is over, till the grapes are gushing in the press, till the night is balmy and sweet and the moon fills all the valley with soft radiance—till October 9, in short, of all the 365 the god of wine and his nymphs hold sway and mortals become wise with the lore of the ancients, who taught that care was for him who sought her and pleasure for him who wooed not.

Original photograph and front page of
The Call loaned by Mrs. Otto Dresel.

Price:
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(Gold Dust or C)

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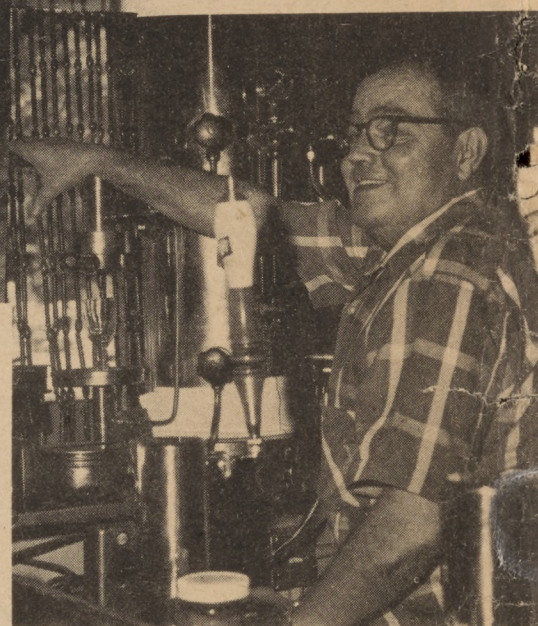
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LA BODEGA — Fine leather goods and Latin American imports.



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Eunice Jones, Ann Harper, Richard Schneider, Harry Wilson
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Allan Querin and Major Albert A. Martin
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BLESSING OF THE GRAPES.....Dr. Allan Querin, Harriet Jones
HORSE PARADE.....Merlyn Hunter
CHILDREN'S PARADE.....Frank Hall and Native Sons of the Golden West
STORE WINDOWS.....Sally Vella and Shirley Churchill
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HOSPITALITYSoroptimist Club of Sonoma Valley and "S" Club
FESTIVAL BALL.....Mesdames Stuart Lambert, Del Ross, Thomas Seal, Lee Amari,
Bruce Griewe, Robert Troutman
PROGRAMS and POSTERS.....Robert Lynch, Duane Larson, Helen Fernandez,
Linda Bognasco and The Vintage Festival Youth Group
COMMUNICATIONS AND CONSTRUCTION.....Gerald Hawes
SECURITYPolice Chief Gene Cartwright and Helen Fernandez
FIRE PROTECTION.....Fire Chief Al Mazza
YOUTH GROUP.....Steve Shaw and Michelle Hunter
COSTUMESGrace Amari, Rosemary Cook, Cecelia Shegog, Genevieve Van Winkle,
Sheri Harris, Ruth Lyon, Carla DePetris, Gig Taylor, Meredith Anders,
Dorothy Jenner, Margaret Hamberger, Evelyn Cady,
Ruth McGuire, Joanne LaFramenta, Nancy Parmelee
HISTORIANJean Carter
OFFICIAL PHOTOGRAPHER.....Richard Stanley

SONOMA VALLEY YOUTH GROUP (VINTAGE FESTIVAL COMMITTEE)

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Greg James	Corie Guy	Bob Abernathy
Bill Mabry	Lance Hull	Kathy White
Georgia Gibson	Charmane Stanley	Mike Evakhanian

SATURDAY PROGRAM

10:30 a.m.	Grinstead Memorial Ampitheater	OFFICIAL OPENING and Invocation. Introduction of Guests. Exchange of greetings by the Mayor of Sonoma, Hon. Talbert W. Bean and the Hon. Pierre Julien, Mayor of Chambolle-Musigny, our sister city in France.
11:25 a.m.	Grinstead Memorial Ampitheater	JUDGE Alexander J. McMahon reading historical excerpts from "Vallejo's of California," Madie Brown Emparan, author.
11:25 a.m.	At the Mission	THE BLESSING OF THE GRAPES. A traditional ceremony of thanksgiving for a bountiful harvest.
12:00 Noon	In and Around the Plaza	CHILDREN'S PARADE. A traditional parade of children in costume, lead by the Altimira School Band. Owen Thomas, Director.
1:00 p.m.	North Side of Plaza to Mission	ARRIVAL OF PADRE ALTIMIRA. A re-enactment of the arrival in Sonoma of the Franciscan Padre who founded the Mission San Francisco Solano here in 1823.
1:00 p.m.	In the Plaza	COUNTRY AUCTION by the Sonoma Valley Chamber of Commerce, continues through 4:30 p.m. Bob Cannard, Auctioneer.
1:00 p.m. Also: 2:00 p.m. 3:00 p.m. and 4:00 p.m.	Sebastiani Theatre	FILM PRESENTATION. "Wonderful World of Wine" and "Wine Making in California". Courtesy — Wine Institute. Hosted by Sam Sebastiani and Jan Haraszthy. Showings at: 1:00, 2:00, 3:00 and 4:00.
1:30 p.m.	Grinstead Memorial Ampitheater	VINTAGE PARTIES at General Vallejo's Home.
2:00 p.m.	At Bear Flag Monument, Plaza	BEAR FLAG INCIDENT. A re-enactment of the raising of the Bear Flag in Sonoma on June 4, 1846.

(Continued on Page 5)

ALL GOOD WISHES FOR THE SUCCESS OF THE 24TH ANNUAL VINTAGE FESTIVAL

and

Congratulations To Those who Made It Possible

MEN'S, WOMEN'S AND CHILDREN'S
**APPAREL
AND SHOES**



David's

OPEN SUNDAYS
11 TO 4

... in Fiesta Center

SATURDAY PROGRAM

(Continued from Page 4)

2:15 p.m. <i>watch</i>	At Bear Flag Monument, Plaza	RAISING OF THE AMERICAN FLAG. Re-enactment of the Annexation of California by the United States on July 9, 1846. Participating: Marching Group, U.S. Naval Security Group, Skaggs Island and the 12th Naval Band.
2:30 p.m.	In the Plaza	BAND CONCERT. 12th Naval District Band led by Band Master, Warrant Officer: Jack Ingram.
3:00 p.m.	At the Swiss Hotel	A LEGEND of the notorious desperado, Three Fingers Jack.
4:00 p.m. <i>watch</i>	From the Blue Wing Inn to the Mission	VALLEJO-HARASZTHY WEDDING. A re-enactment of the double wedding ceremony of the daughters of General Vallejo and sons of Colonel Agoston Haraszthy.
4:30 p.m.	Grinstead Memorial Ampitheatre	ONE HUNDRED YEARS OF FASHION, from the Pictures of the Past, narrated by Mrs. Neal Dodge, and presented by Church of Jesus Christ of Latter Day Saints.
5:30 p.m.	Northwest Corner of Plaza	FOLK DANCING.
5:30 p.m. to 7:00 p.m.		STROLL AROUND and see the window displays. Visit the booths in the Plaza and the Community Center, 276 E. Napa Street.
7:00 p.m.	Grinstead Memorial Ampitheater	OLDTIME MOUNTAIN MUSIC. John Edwards, Marlowe Martin, Stanley Dye and Orville Day.
7:00 p.m. to 1:00 a.m.	Veterans' Memorial Building	SPANISH BALL. Presented by the Junior Women's Club of Sonoma Valley. Costumes are invited and prizes will be awarded. No host cocktails 7:00 to 8:00 p.m., Spanish style buffet, 8:00 p.m. to 10:00 p.m. Dancing, 9:00 p.m. to 1:00 a.m. \$8.00 per couple, including dinner. \$5.00 per couple dance only).
8:00 p.m. to 11:00 p.m.	Sonoma Valley High School	VINTAGE FESTIVAL TEENAGE DANCE. All teenagers invited — \$1.00 admittance.

(Continued on Page 6)

Best Wishes For a Successful 24th ANNUAL VINTAGE FESTIVAL

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SUNDAY PROGRAM

(Continued from Page 5)

9:30 a.m. and 11:30 a.m.	Trinity Episcopal Church 275 East Spain Street	HISTORICAL PAGEANT — "The Seven Flags of Sonoma," Ruth Akin, Author, and Isham Railey, Director.
10:00 a.m. to 12:00 Noon	Sonoma Valley High School	JUDGING of Horse Parade entries.
12:00 Noon	Up Broadway, Around the Plaza and Return	ALL HORSE PARADE sanctioned by the California State Horseman's Assn. Led by a Color Guard from the Naval Security Group Activity, Skaggs Island and the Sixth United States Army Band. Grand Marshall of the Parade, Milton Castagnasso and his Clydesdale Team.
During and After the Parade	North Side of Plaza	SIXTH UNITED STATES ARMY BAND CONCERT conducted by Chief Warrant Officer Dewey E. Hensley.
1:00 p.m.	North Side of Plaza to Mission	ARRIVAL OF PADRE ALTIMIRA. A re-enactment of the arrival in Sonoma of the Franciscan Padre who founded the Mission San Francisco Solano here in 1823.
1:00 p.m.	In the Plaza near Duck Pond	COUNTRY AUCTION by Sonoma Valley Chamber of Commerce continues through 4:30 p.m. Bob Cannard, Auctioneer.
1:00 p.m. also at 2:00 p.m. and 3:00 p.m.	Sebastiani Theater	FILM PRESENTATION. "Wonderful World of Wine." Courtesy of Wine Institute. Hosted by Sam Sebastiani and Jan Haraszthy. Showings at: 1:00 p.m., 2:00 p.m. and 3:00 p.m.
1:30 p.m.	Grinstead Memorial Ampitheater	VINTAGE PARTIES at General Vallejo's Home.
2:00 p.m.	Northwest corner of Plaza	GUITARS UNLIMITED of Kenwood.
2:00 p.m. to 5:00 p.m.	Veterans' Memorial Bldg. First Street West	FOLK DANCING: presented by Folk Dancing Federation of California. All invited to watch.
3:00 p.m.	Northeast corner of Plaza and Spain Street	WATER FIGHT between local volunteer firemen.
3:00 p.m.	Northwest corner of Plaza	SENIOR CITIZENS' Kitchen Kettle-Busters Band.
3:00 p.m.	Northeast corner of Plaza	CLARA CARBONARO GRECO Group, accordian concert.
4:00 p.m.	Sebastiani Theatre	SILVER STRINGS MANDOLIN Concert Ensemble. Local arrangements by Socrates Nicholson.
4:00 p.m.	From the Blue Wing Inn to Mission	VALLEJO-HARASZTHY WEDDING. A re-enactment of the wedding ceremony of the daughters of General Vallejo and the sons of Colonel Agoston Haraszthy.
4:30 p.m.	Grinstead Memorial Ampitheater	REDWOOD EMPIRE MANNERCHOR, Gerhard Dohse, President.
5:00 p.m.	Northwest corner of Plaza	SONOMA COUNTY CONCERT BAND. (The musicians for this performance are being paid by a grant from the MUSIC PERFORMANCE TRUST FUNDS of the recording and television industries, obtained through the cooperation of MUSICIANS' LOCAL 292 of the AMERICAN FEDERATION OF MUSICIANS).
7:30 p.m. to 10:30 p.m.	Veterans' Memorial Bldg. First Street West	FOLK DANCING presented by Folk Dance Federation of California. All invited to watch.

*1 bid
OP, CTS
NO
Flag
NO
speech*

FREE CABLE CAR TRANSPORTATION

to and from Plaza, Community Center, Veterans' Memorial
and parking areas

PROGRAM AT COMMUNITY CENTER AND OTHER

FESTIVAL FEATURES APPEAR ON SUCCEEDING PAGES

PROGRAM

(CONTINUED)

BOTH DAYS

AT THE COMMUNITY CENTER, 276 E. Napa Street

SATURDAY AND SUNDAY, 10 A.M. TO 9 P.M.

Valley of the Moon Garden Club Flower Show and Tea Room
 Rebekahs' Gift Table (Handmade items, novelties, candies and cookies)
 Display of Wind Chimes and Glass Crafts, Mr. and Mrs. Lorenz H. Nielson
 Display of Wood Carving and Wood Crafts, Mr. and Mrs. Maynard DeVore
 Display of Ceramics, Mrs. Inez McDonald
 Open House at Weaving and Stitchery Studio, Room 208
 Open House at Weinmann Art Studio, Room 209
 Fifteen minute pipe organ recitals, arranged by G. Franklin Morris, ACCO
 General Vallejo Memorial Assoc. Can Craft, Ann Richards, Mrs. Wittiecar, Mrs. Crabtree
 Handcrafts — ashtrays, grape clusters, etc., Joyze Guzzo
 Lantz's Craft Shop (feathered flowers, draped figures)
 Candles — Murial Owen
 Handmade Jewelry — Linda Bruschke
 Plaques — Rae Woloshyn

OTHER FESTIVAL FEATURES (Both Days)

- SONOMA HISTORICAL SOCIETY
"Celeste Murphy Hospitality Garden" back of Salvadore Vallejo Adobe, 415 First St. West. Use courtesy Mr. and Mrs. Earl Detert.
- HOSPITALITY BOOTH
And Information Center, in Plaza Center South.
- SONOMA VALLEY ART CENTER
Special showing by local artists.
- CHILDREN'S GAME BOOTHS
Fun for the little ones.
- WINERIES
Open house at Buena Vista, Paganini, Sebastiani, and Valley of the Moon Wineries.
- TELEGRAPH CENTER
Send a message to a friend.
- CHILD CARE CENTER
Sponsored by Froebel School in children's playground.
- STORE WINDOW DISPLAYS
- FOOD BOOTHS
- CALIFORNIA HISTORY
A 40 ft. long mobile exhibit about California History off Spain St., near the Mission.
- POMO INDIAN DISPLAY
Demonstration of arts and crafts.

(Continued on Page 8)



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 Chamber
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PROGRAM

(CONTINUED)

(Continued from Page 7)

Participants

The Historic Vignettes

THE BLESSING OF THE GRAPES — A re-creation of the atmosphere and character of the ceremonial blessing of the harvest as it might have been done in the early days of Sonoma's history.

Reverend Father Floyd A. Lotito, O.F.M., Retreat Master at the Mission at San Juan Bautista.

POMO INDIANS

INDIAN CHOIR

INDIAN BOYS — Martin and Peter Querin.

Padre Lotito will also bless the vineyards at Buena Vista at 11:40 a.m. and the Sebastiani Vineyards at 12:30 p.m.

THE ARRIVAL OF PADRE ALTIMIRA: Stephen Carrigan, Martin and Peter Querin, and the Indian Choir.

THE BEAR FLAG INCIDENT: Dick Stanley, Frank P. Corcoran, Jr., Nina Hayes.

THE RAISING OF THE STARS AND STRIPES: Ens. Peter Collings, USN, and marching contingent from the U.S. Naval Security Group Activity, Skaggs Island; the Twelfth Naval District Band, led by Warrant Officer Jack Ingram; Mrs. Frances Cassayre, Mrs. Cecelia Shegog and Mrs. Doris Ayala.

THE VALLEJO-HARASZTHY WEDDING: Mr. and Mrs. R. R. Emparan, Mr. and Mrs. Scott Franente, Mr. and Mrs. Clarence Van Winkle, Irene Peterson, Linda Van Winkle, Ami Toschi, Toni Cuneo, Fred Merrill, Cindy Angell, Sue Simmons, Mr. and Mrs. Chas. Angell, Mr. and Mrs. Sam Cook, Mr. and Mrs. Al Adams, Nancy Hamiter, Bill Whitney and Mr. and Mrs. Walter Carter.

THREE FINGERED JACK, A Legend of the notorious desperado.

Mel Hunter, Bill Hansen, Larry Hunter, Clarence Cole, Carl August, Boyer August, Brent August, Grace Amari, Patti August, Joan August, John O'Donnell, Jan O'Donnell, Charles Angell, Vera Angell, Cindy and Brad Angell, Jean Daly. Swiss Hotel through the courtesy of Mr. and Mrs. Ted Dunlap.

VINTAGE PARTIES AT GENERAL VALLEJO'S HOME: Featuring party highlights starting in the 1830's and ending in the 1890's with the episode depicting "The Arrival of Sam Sebastiani."

Mr. and Mrs. Paul Cassayre, Mr. and Mrs. Richard Raoul Emparan, Paula Younghans, Virginia Stahl, Mr. and Mrs. Gabriel Ayala, Susan Carrigan, Myron Ward, Jon Blasingame, Greg Obranovich, Teri Alberda, Carole Swain, Janet Obranovich, Roxanna James, Randy Obranovich, Anne Cassayre, Diane Cassayre, Mary Cassayre, Ylonda Nickell, Lynden Brunton, Frances Braga, Ginger Kreger, Janet Combs, Ann Murphy, Vickie Nichols, Sue Strack, Jody Elder, Karen Valenti, Quenton Nickell.

(Continued on Page 9)

24th Annual Vintage Festival Greetings!

Our thanks for the privilege of serving you and best wishes to all.

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PROGRAM

(Continued from Page 8)

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Frank C. Jones, President, W6AJF
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 Teresa Collier, Secretary

Pomo Indians

giving continuous demonstrations of early Indian crafts, sponsored by Valley of the Moon 4-H Club, under the direction of Mr. and Mrs. Jack Heskett.

Information Center-Hospitality Booth

is located in the center of Sonoma Plaza at the head of Broadway. Courtesy Soroptimist Club of Sonoma Valley.

UNSCHEDULED MUSICAL HIGHLIGHTS

SATURDAY AFTERNOON — Touring group of folk dancers arranged by June Schaal. They will dance in the Plaza, at the wineries and generally around the Sonoma Valley area.

SATURDAY AND SUNDAY — Strolling accordion groups from the studio of Clara Carbonaro Greco, of Sonoma and Napa.

SATURDAY AND SUNDAY — Mission Indian Children's Choir, in the Plaza.

SATURDAY AND SUNDAY — Choral group featuring old-fashioned songs, in the Plaza.

SATURDAY AND SUNDAY — Folk Singers in the Plaza, under the direction of Bill Forshay.

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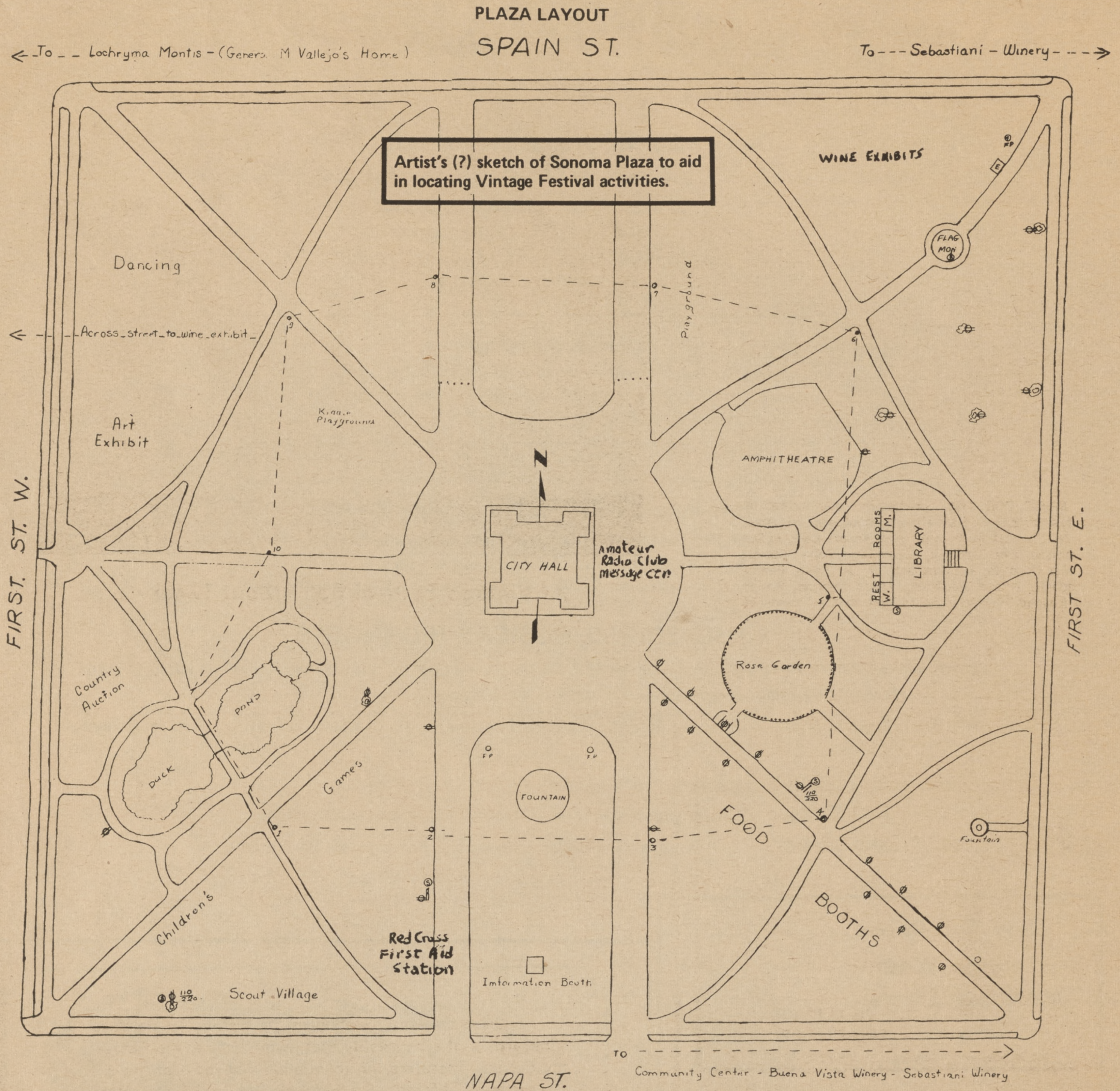
755 W. Napa st., Hwy. 12 Sonoma

SPECIAL: Vintage Festival Dinner Hours

Sat., Sept. 26: From 4 PM
 Sun., Sept. 27: From 3 PM

LUNCHES: 11:30 AM to 2 PM Tuesday through Friday

DINNERS: From 5:30 PM Tuesday through Saturday
 From 4 PM Sundays Closed Monday



Best wishes for a successful
Vintage Festival



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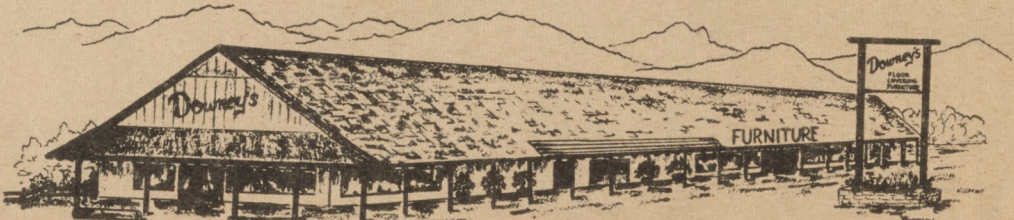
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SONOMA

The Vintage Festival -- its history and leaders

By JERRY PARKER

THIS WEEKEND, Sonoma Valley celebrates its 24th annual Vintage Festival -- that unique blend of entertainment, revelry and thanksgiving which toasts the colorful past and the new wine vintages.

But while the Vintage Festival as we know it today was launched in 1947, the very first such festival was staged here in 1897.

According to the late Sonoma historian, Mrs. Celeste Granice Murphy, former editor and publisher of the Index-Tribune (along with her late husband, Walter Murphy), the first festival was put on in 1897 by Benjamin Weed, principal of Sonoma Valley High, and his fellow members of the Bacchus Club.

The setting for the celebration was Pansy Valley in the Buena Vista hills east of Sonoma, on the Rhine Farm of the Gundlach, Bundschu and Dresel families, pioneer winemakers.

In contrast to later, history-oriented festivals, that first production was supposed to be set in ancient Greece, and the players wore Grecian robes and recited poetry in praise of vines and wines and gods and goddesses.

MUSIC FOR THE production was written by Professor Hugh G. Maxwell, a talented local musician.

In the cast were opera star Robert Bien, of San Francisco, Eva Gundlach, Claire Hope, Julie Granice, Vernon Goodwin, H. Gundlach, R. M. Sims, Bertha Campbell, Louise Bundschu, Agnes Duhring, Walter and Rudolph Bundschu, Henry Hyde and Carl Bundschu -- all illustrious names from the early history of Sonoma.

While Weed's production was not designed to be a community affair, many friends and neighbors, in response to invitations, came from miles around to attend the festivities.

That first festival was apparently an expression of thanksgiving for the success of the fight the early vintners had waged against the dread phylloxera -- a




At Vintage Festival Ball (about 1948)

The late Mrs. Celeste Granice Murphy, local author, historian and one of the founders of the Vintage Festival, stands at far left with

her husband, Walter Murphy. Ball was held at Little Switzerland, El Verano.

(Continued on Page 12)



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A particular welcome awaits Vintage Festival visitors at Northern California's oldest winery, the famed Cellars of Count Agoston Haraszthy. These beautiful stone cellars built into the hillside in 1857 are State Historical Landmark No. 392.

Drive through a section of the historic Buena Vista Vineyards to the hospitality that awaits you at the Haraszthy Cellars. These are the foundation vineyards of the entire modern California wine industry and were first planted in 1832.

Be our guest in the cool tunnel Tasting Room, then listen to quiet music in the foothills of the Valley of the Moon, under California's largest eucalyptus trees.

How to get there: Go east on East Napa Street. Cross railroad tracks, turn left into Old Winery Road. Follow to end, 2½ miles from Sonoma Plaza.

Buena Vista Winery

The Haraszthy Cellars

Telephone 938-8504

Sonoma, California

The Vintage Festival - - its history and leaders

(Continued from Page 11)

disease which, for a time, threatened to wipe out the burgeoning wine industry of California.

Today's Festival is still an expression of thanksgiving -- for the annual grape harvest -- and thus an unbroken tradition connects the planners of the modern celebration with Weed and his fellow thespians.

The Vintage Festival as we know it today was first produced in 1947. It was sponsored by the Sonoma Valley Chamber of Commerce, in cooperation with the Wine Institute, Sonoma County Wine Growers' Association and the State Chamber of Commerce.

THE DATES WERE Oct. 4-5. The fete was dedicated to the 90th anniversary of the California wine industry -- started in 1857 by the Hungarian emigre Count Agoston Haraszthy, who in that year established the Buena Vista winery here.

Ever since 1948, the Vintage Festival has been held the last weekend in September.

It wasn't a big show, that first modern festival of 1947, but it had some of the events which are still standbys today -- including tours of the wineries, band concerts, visits to historic homes, a vintage ball, folk dancing and street dance.

A plaque was also dedicated to Count Haraszthy at the Buena Vista winery. And would you believe, there was a roller skating exhibition as well. This was at the Sonoma Rollertorium, where Food City is now located.

Honorary chairman of the first festival was Supervisor James F. Lytle, who is now manager of the Sonoma County Fair.

Dr. David Jones was general chairman, Rudy Lichtenberg, vice chairman, and Mrs. Marion Greene, treasurer.

Other committee people included Mrs. Myrtle Lytle, Col. and Mrs. E. A. Little, Louis M. Martini, Mrs. Sabina McTaggart, Mrs. Ethel McDow, Sal Argento,

Mr. and Mrs. Oscar Larson, Arthur Kunde, Mrs. Gregory Jones, Mrs. Orson Linn, Mrs. Arthur Benedict, Al Rozario.

Mrs. Jack Weise, Mrs. C. Tryon, Mrs. Neal Dodge, Mrs. William Black, Mrs. Irving Shepard, Mrs. George DeMartini, George Jovich, John Merlo, Jr., Peter Narvaez, Dan Ruggles, Frank Bartholomew, Dick Watkins, Mrs. Murphy, Peter Mancuso, Roy Carter.

Morris Greenberg, Sally Hollander, Paul Wolter, Lois McVeigh, J. P. Serres, J. F. Prestwood, Mrs. O. I. Palestine, Miss Edna Cooper, James Tate, Ruth McDonald.

The late World War II Air Force General H. H. (Hap) Arnold, who had retired to Sonoma, was on hand to greet the Festival visitors.

Many of the founders of the celebration continued to work for the festival for years.

The Vintage Festival quickly became the valley's

outstanding community event. By 1949, the year longtime Sonoma merchant August Pinelli was president, additional workers were bringing their imaginations and love of history into play to expand the scope of the program. A newly formed Vintage Festival Association was sponsor of the event.

CHIEF AMONG these new workers was the late Virgil Jorgensen, son of famed California artist Chris Jorgensen.

The beautiful mission paintings of Chris Jorgensen (done in 1903-04-05 and now on display in the Sonoma Mission) were shown to the public for the first time during the 1948 Festival.

It was Virgil Jorgensen who set forth the philosophy of the Vintage Festival Association at this time. These aims set the guidelines for the future.

The principal objectives of the Association, said Jorgensen were: "To produce, manage and direct an annual Festival, to be known as the Valley of the Moon Vintage Festival; and the second item being, to sponsor and encourage the development of an historical environment where such a festival is to be held".

The idea of maintaining Sonoma's heritage, especially its old buildings, was emphasized by Jorgensen, who continued: "Historical Sonoma is so worthwhile preserving! There is enough of the original left to make it worth the effort, but certainly some inducement should be offered to prospective builders and remodelers to conform to a harmonious general scheme of architecture".

THIS GOAL has now become official policy of the city of Sonoma, which has an Old Sonoma Historic Preservation Commission to help protect its picturesque environment.

The festival of 1949 also included a pageant for the first time, "The Haraszthy-Vallejo Wedding", which foreshadowed things to come.

Mrs. Murphy, author of "The People of the Pueblo", a history of Sonoma's early years, then wrote a pageant, which beginning in the 50s, was a top attraction of the Festival for many years.

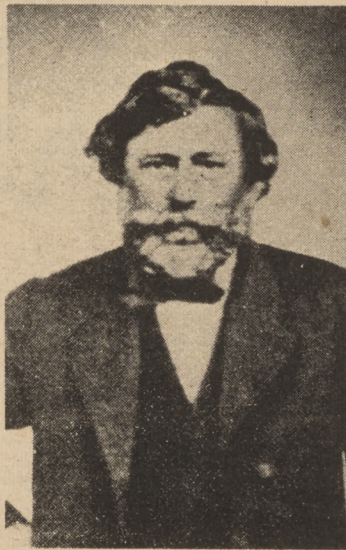
Known as the Mission Pageant and staged at the old mission San Francisco Solano de Sonoma (founded here in 1823), Mrs. Murphy's narrative illuminated a series of tableaux in which scores of costumed townspeople appeared.

The pageant traced the colorful, romantic days of old Sonoma, beginning with the founding of the mission, the arrival of General Vallejo in 1834, the Bear Flag Rebellion in 1846, the growth of the wine industry, and concluding with the brilliant Vallejo-Haraszthy wedding, in 1863, which united two of Count Haraszthy's sons with two of Vallejo's daughters.

IN RECENT YEARS, the pageant has been discontinued because of the expense. It has been succeeded by historical "happenings", many based on episodes from the pageant.

The Blessing of the Grapes, official curtain raiser of each year's Festival, was first performed at the

(Continued on Page 13)



COL. AGOSTON HARASZTHY
Known as "The Father of California Viticulture," Col. Haraszthy brought hundreds of wine cuttings from Europe feeling certain they would thrive in California soil. He planted his first cuttings at Buena Vista Vineyards, Sonoma.



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Owner

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The Vintage Festival, its history and leaders

(Continued from Page 12)

celebration of 1952 by Padre Alfred Boeddecker, O.F.M., who continued to officiate at the ritual, held in front of the mission, for many succeeding years.

As the Festival expanded during the 50s and 60s, new attractions were added. Among them, the Little Festival for youngsters, Art Show, Flower Show, the Gayway (booths with foods, beverages and games), Pictures of the Past, Children's Parade, Oldtimers' Reunion and Country Auction.

Most of these are still in the program and, of course, the folk dancing, the gala Festival ball, open house at the wineries and the decorated shop windows are always repeated.

Although Virgil Jorgensen died a few years after the Festival was founded, other dedicated leaders emerged in succeeding years to carry on.

FESTIVAL Association presidents during the 1950s included Charles E. Cochran, Harry L. Phinney, Mrs. Esther Pagani Gowans, Col. J. V. Thebaud, Armand Franquelin, Mrs. Carolyn Wolfe and E. L. Richardson.

Other tireless planners included Gail Fehrens, Mrs. L. I. Mosier, Mrs. Maytie Todd, Mrs. R. R. Emparan, Mrs. Charles Shegog, Mrs. Arthur Baken, Mrs. Ann Ruggles Scrimger, Mrs. John Glaese, Byron Peart, Louis Pellandini, Mrs. Paul Woll, Gregory Jones, Charles Castle, W. D. Franklin, Eleanor Ballantyne, Pat Doyle, Harrison Churchill, Mrs. William Black, Jane Fehrens, and Mrs. Simone Berges.

As the decade of the 60s began, the Association needed a shot in the arm, which it got from Edgar Waite, knowledgeable former public relations expert. He served as president in 1960 and got the new decade off to an auspicious start. Hudson Auberlin carried on in 1961.

In the years that followed, however, the Sonoma Valley Chamber of Commerce had to step in again to help put on the Festival and Chamber presidents or managers served as coordinators of the fete.

In the latter 60s, the Association got a new lease on life under the direction of Henri Maysonave and Dr. Allan Querin. President this year is Col. Paul Walker.

WHILE MOST of the Festival events still take place on or near Sonoma's lovely Plaza, other locations have had to be found for various events as the program expanded.

The Sonoma Community Center, 276 E. Napa st., has become the focal point for many attractions, including the flower show, arts and crafts displays and music recitals.

Providing backgrounds for historic drama episodes during the Festival have been such landmarks as the Blue Wing Inn, Salvador Vallejo adobe and Lachryma Montis, the Vallejo ancestral home.

The Veterans Memorial is called into service each year during the Festival to provide an arena for the folk dancing and for the costume ball.



Three generations of Sebastianis

Samuele Sebastiani, (framed photo, center) founder of Sonoma's acclaimed winery, seems to be beaming down his approval on his two successors--his son, August, left, and grandson and namesake, Sam, at right. Under August Sebastiani's direction, Sebastiani wines have become among California's top award

winners--and young Sam, who is playing an important role in the local operation, has vowed to assist his father in garnering even more awards, to add to the family wine tradition. Winery and tasting room on Fourth street east, just off Spain st.



At the Pagani Brothers Winery, Kenwood

Former owner John Pagani, left, is shown with the new owners of the 70-year-old Pagani Brothers Winery in Kenwood, whom visitors can meet this weekend by driving north on Route 12 to the little up-valley community.

The novel, little "drive-in" winery is now owned by the men with Pagani in the photo above (from left): Mike Lee, Martin Lee, Sr., John Sheela and Marty Lee. Another co-owner, missing from photo, is Neil Knott.

Vintage Festival greetings . . .



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Sonoma Valley's fine wines - - a heritage

By JERRY PARKER
Sonoma Valley's prize-winning wines trace their heritage back to humble vintages produced by Mission Indians under the direction of the Franciscan fathers. But where those first purple draughts were enjoyed only by the padres, the Spanish Dons and a few early settlers, today's royal varieties soothe the palates of connoisseurs in California, throughout America and in many places around the world.

When Padre Jose Altimira founded the Mission San Francisco Solano de Sonoma in 1823, he quickly put the Indian neophytes to work making leather, soap, adobe blocks, building tiles--and wine. In this he was carrying on a tradition started by Father Junipero Serra, creator of the mission chain.

Using cuttings brought from Spain, Altimira planted most of the 14-acre mission site in grapes. The Indians tramped

out juice in cowhide bags and after fermentation the wines revealed unusual character and with age became, it is said, magnificent.

THE FOUNDATIONS for the valley's winemaking industry were created by General Mariano Vallejo, founder of the city of Sonoma in 1835, and his brother, Salvador. They planted vineyards in the foothills north and east of the city and by 1850, valley blends were

achieving recognition.

Colonel Agoston Haraszthy, of Hungary, known as the Father of California Viticulture, established the Buena Vista winery in 1857 and began the quest for perfection which has guided winemakers here ever since.

By importing hundreds of varietals from Europe, Haraszthy raised local winemaking to a glorious art. Other pioneer vineyard planters and winemakers included the Gundlach, Bundschu and Dresel families, Jacob Leese, Nicholas Carriger, Albert G. Lyon, James A. Griffith and Benjamin and Samuel Kelsey.

TODAY'S successors of these pioneers carry on the noble tradition at four valley wineries. August Sebastiani and his

son, Sam, operate the Sebastiani winery, Fourth st. east, Sonoma. It was started in 1904 by the late Samuele Sebastiani.

Philip C. Gaspar manages the Buena Vista winery, two miles east of Sonoma, with the aid of winemaker Al Brett. The winery, restored in 1943 by former owner Frank Bartholomew, is now owned by Young's Market Co., of Los Angeles. Bartholomew still owns a large vineyard here, however.

Harry Parducci operates the Valley of the Moon Winery on Madrone rd., Glen Ellen. It dates from 1880.

In Kenwood, the Pagani winery, established in 1906, was recently purchased by a partnership which includes Marty Lee, John Sheela, Mike Lee, Martin Lee and Neil Knott.

(Continued on Page 15)



Buena Vista's key people

Phil Gaspar, left, is the general manager and Al Brett (right) the knowledgeable winemaker at historic Buena Vista Winery, founded in

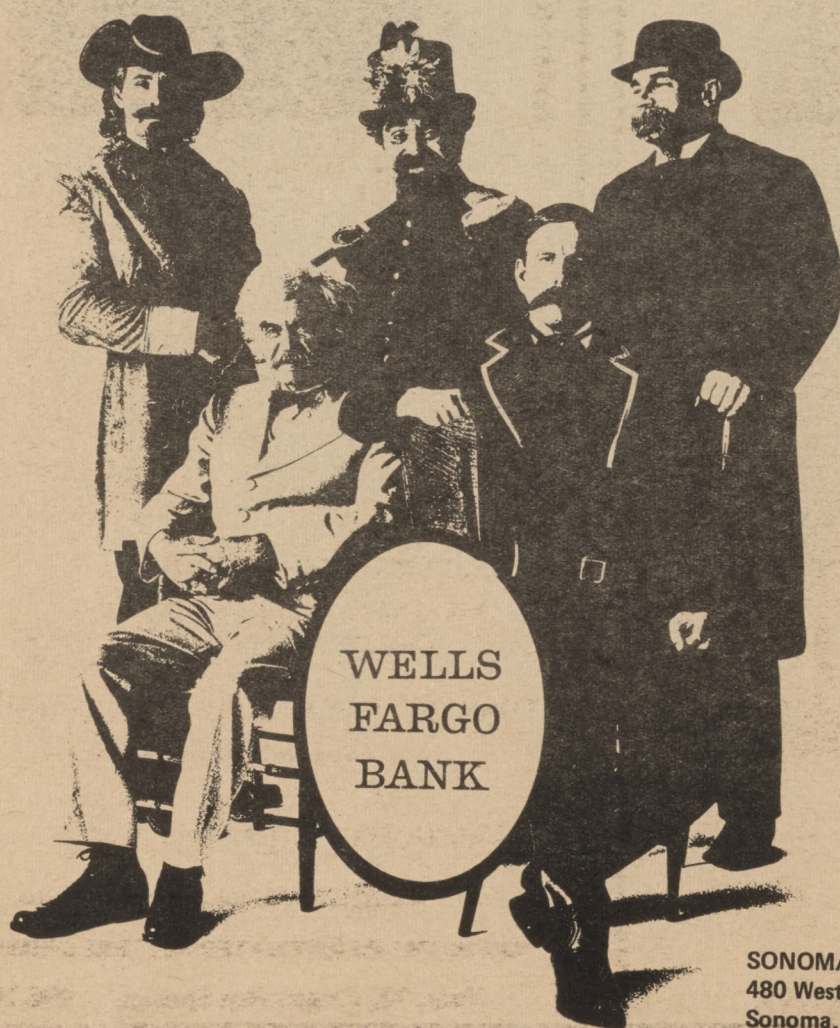
the 1860s by Colonel Agoston Haraszthy. Drive east on Napa street to 8th street east and follow the signs to the winery.



At Valley of the Moon Winery

Continuing in the footsteps of his father, Enrico Parducci, in operating the Valley of the Moon Winery on Madrone road, near Glen Ellen, is Harry Parducci, shown above in the winery's tasting room. The winery carries on a tradition of winemaking started in the 1880s on the property by Eli T. Sheppard. The vineyard was also at one time owned by Senator George Hearst.

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Sonoma Valley's fine wines

(Continued from Page 14)

They are carrying on the work of winemaker Julio Pagani, who died last year.

Much of the vineyard acreage is owned by the wineries but extensive vineyards have also been planted by other grape growers. Leading growers here include Arthur Kunde, Gallo brothers, A. A. Domenici, B. R. Funston, Ken Weise, Herb Batto, Sangiacomo Orchards, and Al Torrieri.

ANOTHER veteran agriculturist who leases vineyards and maintains others on a contract basis is Charlie Spomer.

From that modest beginning on the 14-acre mission layout, the land devoted to wine grapes in Sonoma Valley has grown to approximately 2100 acres, of which some 1100-1200 acres are in production.

New vineyards are continually being added, however, and it is expected that the vineyard acreage here will double in a year or so.

Several of these are being added in the Schellville area. Buena Vista has a 600-acre

infant vineyard on the former Wes Haire property. August Sebastiani plans to develop a 284-acre vineyard in Schellville on a long-range basis, adding 40-50 acres a year.

The valley's vineyards are mainly devoted to varietals. Top grape varieties grown here include Cabernet Sauvignon, Pinot Noir, Barbera, Zinfandel, Gamay Beaujolais, Green Hungarian, Pinot Chardonnay, Gewurz Traminer, Chenin Blanc, and Grenache Rose.

The dominant types seem to be Cabernet Sauvignon, Green Hungarian and Pinot Noir.

VALLEY grape growers buy their stock from commercial nurseries. These nurseries are having a hard time keeping up with orders, Sebastiani reported, who is having trouble putting in orders for stock he would like to plant in 1972.

After a grape vine is planted, it takes approximately five years before it yields grapes of sufficient quantity and quality to make it worthwhile to harvest them.

Toward the end of summer, as the grapes ripen in the hot

sun, the winemakers start making their tests to determine when the grapes will be ready to be picked. To insure grapes of top quality, the sugar-acid ratio has to be just right.

Tests are made in the field and also in the laboratory.

Perhaps the most important test made on the grapes is that for sugar content. Using such instruments as a hydrometer and refractometer, the winemakers determine the exact time when it is best to pick the grapes. Technically it takes a certain number of heat hours to bring the grapes to maturity.

IDEALLY, white grapes should have around 21 per cent sugar and reds, 23-24 when they are picked. Should they be allowed to get too ripe, the sugar ratio increases, thus cutting down the important acid content.

Sonoma Valley's soil, incidentally, is rich in minerals and supplies acids in abundance. This makes a big difference in the quality of the grapes. Grapes grown in areas where these minerals are not in good supply -- such as in the San Joaquin valley -- simply do not compare with Sonoma Valley grapes.

After the grapes are picked, they are hauled to the winery for crushing. The juice is pumped into fermentation tanks, where that from red grapes is kept for a week and that from whites for three weeks.

The fermentation tanks, which are only used for a few weeks out of the year, are usually made of concrete and have no covers. It is important for the gases and heat which occur in fermentation to escape,

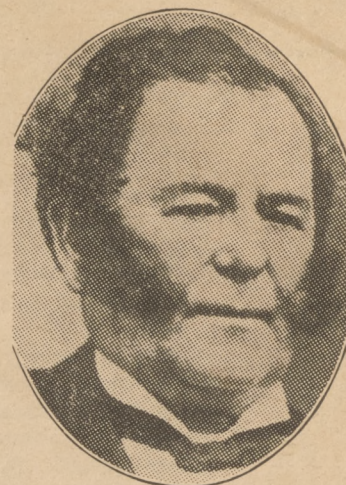
lest the flavor of the juice be ruined.

After this, the juice is put into wooden storage vats, where the solids are allowed to settle. The clear liquid is pumped off at intervals of 30, 45 and 90 days.

Then the juice is put into wooden aging tanks, where it gradually mellows and turns into true wine. This aging process continues for four or five years for the reds, and from six to 18 months for the whites.

FINALLY, the wine is processed and filtered and bottled and stored in bins. This second aging process, known as binning, continues for six months to a year for the reds and for three months for the whites.

Certainly the wine industry is one of the most important in Sonoma Valley, but how to put this in dollar figures is almost impossible. The actual investment of the winemakers and grape growers -- what with their vineyards, land, buildings and equipment -- runs into the millions.



Sonoma's founder

Commandante at the Presidio of San Francisco, Mariano Guadalupe Vallejo was only 25 years old when Governor Jose Figueroa named him Military Commander and Director of Colonization of the Northern Frontier--and ordered him to lay out a pueblo in the valley of Sonoma. Vallejo arrived here on December 2, 1834, with his cavalry company from the Presidio.

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BARBERA

Gold Medal, Pomona 1953
 Gold Medal, Pomona 1954
 Gold Medal, Pomona 1955
 Silver Medal, Sacramento 1955
 Gold Medal, Sacramento 1956
 Silver Medal, Pomona 1957
 Gold Medal, Pomona 1958
 Gold Medal, Los Angeles 1959
 Silver Award, Sacramento 1959
 Gold Medal, Pomona 1960
 Silver Medal, Sacramento 1960
 Silver Medal, Sacramento 1961
 Gold Medal, Los Angeles 1961
 Gold Medal, Pomona 1962
 Gold Medal, Sacramento 1963
 Silver Medal, (First) Sacramento 1964
 Gold Medal, Pomona 1964
 Silver Medal, Sacramento 1965
 Gold Medal, Los Angeles 1965
 Gold Medal, Pomona 1966
 Gold Medal, Pomona 1967
 Bronze Medal, Sacramento 1967
 Bronze Medal, Los Angeles 1968
 Bronze Medal, Pomona 1969
 Gold Medal, Pomona 1970

BURGUNDY

Gold Medal, Pomona 1956
 Silver Medal, Sacramento 1956
 Silver Medal, Los Angeles 1959
 Bronze Medal, Pomona 1960
 Bronze Medal, Pomona 1962
 Silver Medal, Pomona 1963
 Bronze Medal, Pomona 1964
 Silver Medal, (First) Sacramento 1964
 Bronze Medal, Los Angeles 1965
 Third, Sacramento (Special Division) 1966
 Gold Medal, Pomona 1967
 2nd Award, Pomona 1969
 3rd Award, Pomona 1970

SPARKLING BURGUNDY

Gold Medal, Pomona 1964
 Bronze, Pomona 1966

CABERNET

Silver Medal, Pomona 1957
 Silver Medal, Pomona 1958
 Bronze Medal, Pomona 1960
 Bronze Medal, Los Angeles 1961
 Bronze Medal, Pomona 1963
 Silver Medal, Pomona 1964
 Bronze, Pomona, 1966

CABERNET SAUVIGNON

Bronze Medal, Sacramento 1964
 Bronze Medal, Los Angeles 1965
 Bronze Medal, Sacramento 1967
 2nd Award, Los Angeles 1968
 Bronze Medal, Pomona 1969

CHABLIS

Silver Medal, Pomona 1955
 Silver Medal, Pomona 1956
 Gold Medal, Pomona 1957
 Bronze Medal, Pomona 1960
 Silver Medal, Pomona 1963
 Gold Medal, Los Angeles 1965
 Merit award (Special Division) Pomona, 1966
 Bronze Medal, Pomona 1970
 2nd Award, Pomona 1970

SS BRUT CHAMPAGNE

Silver Medal, Pomona 1957
 Silver Medal, Los Angeles 1959
 Gold Medal, Pomona 1960
 Gold Medal, Sacramento 1961
 Gold Medal, Pomona 1963
 Silver Medal, Los Angeles 1965

SEBASTIANI CHAMPAGNE, BULK

Silver Medal, Sacramento 1965

SEBASTIANI BRUT CHAMPAGNE

Bronze, Pomona 1966
 Gold Medal, Pomona 1967
 Silver Medal, Sacramento 1957
 Silver Medal, Pomona 1957
 Gold Medal, Pomona 1958
 Bronze Medal, Los Angeles 1961

SEBASTIANI PINK CHAMPAGNE

Silver Medal, Pomona 1958
 Gold Medal, Los Angeles 1959
 Silver Medal, Pomona 1960
 Gold Medal, Pomona 1963
 PINK CHAMPAGNE--Charvat Process
 Silver Medal, Pomona 1962
 1st Award, Los Angeles 1968

PINK CHAMPAGNE

Silver Medal, (First) Sacramento 1964
 Gold Medal, Pomona 1964
 Silver Medal, Sacramento 1965
 Gold Medal, Los Angeles 1965

BOTTLE FERMENTED CHAMPAGNE

--GROUP 1

Bronze Medal, Pomona 1962
 Bronze, Pomona, 1966
 Gold Medal, Pomona 1967
 1st Award, Los Angeles 1968

CHAMPAGNE, CHARMAT PROCESS, GROUP 2

Gold Medal, Pomona 1967

BOTTLE FERMENTED CHAMPAGNE

Silver Medal, Pomona 1964

CHAMPAGNE, ROUGE OR SPARKLING BURGUNDY

(Charvat Process)
 2nd Award, Los Angeles 1968

CHENIN BLANC

Bronze Medal, Sacramento 1964
 Gold Medal, Pomona 1964
 Bronze Medal, Pomona 1969

CHIANTI

Gold Medal, Pomona 1956
 Gold Medal, Los Angeles 1961
 Gold Medal, Pomona 1964
 Silver Medal, Los Angeles 1965
 Bronze Medal, Sacramento 1967
 Bronze Medal, Pomona 1970

CLARET

Silver Medal, Pomona 1956
 Gold Medal, Pomona 1958
 Silver Medal, Los Angeles 1959
 Gold Medal, Pomona 1960
 Silver Medal, Pomona 1964
 Gold Medal, Los Angeles 1965
 Bronze (Villa Augusto) Pomona, 1966
 Silver Medal, Pomona 1967
 Silver Medal, Pomona 1969

GAMAY

Bronze Medal, Pomona, 1970

GAMAY BEAUJOLAIS

Gold, Pomona, 1966
 Silver Medal, Sacramento 1967
 Bronze Medal, Pomona 1969
 GREEN HUNGARIAN
 Silver Medal, Pomona 1967
 Bronze Medal, Sacramento 1967
 1st Award, Los Angeles 1968
 Bronze Medal, Pomona 1970

MELLOW RED

Silver Medal, Pomona 1964

MOUNTAIN RED

Gold Medal, Pomona 1963
 Gold Medal, Pomona 1964

MOUNTAIN ROSE

Gold Medal, Pomona 1963

MOUNTAIN WHITE

Gold Medal, Pomona 1963

DRY SAUTERNE

Bronze Medal, Pomona 1962

DRY VERMOUTH

Gold Medal, Pomona 1956
 Silver Medal, Pomona 1957
 Silver Medal, Los Angeles 1959

Silver Medal, Pomona 1960

Gold Medal, Pomona 1962

Bronze Medal, (First) Pomona 1964

SWEET VERMOUTH

Silver Medal, Pomona 1962

Bronze Medal, Sacramento 1964

Silver Medal, Sacramento 1965

Silver Medal, Pomona 1970

MEDIUM SHERRY

Bronze Medal, Pomona 1969

Silver Medal, Pomona 1970

PALE DRY SHERRY

Silver Medal, Pomona 1956

Silver Medal, Los Angeles 1959

Gold Medal, Pomona 1960

CREAM SHERRY

Silver Medal, Pomona 1960

DRY SHERRY

Silver Medal, Pomona 1964

PINOT NOIR

Gold Medal, Pomona 1955

Silver Medal, Pomona 1957

Silver Medal, Sacramento 1957

Silver Medal, Los Angeles 1959

Bronze Medal, Pomona 1960

Gold Medal, Sacramento 1960

Silver Medal, Pomona 1963

Bronze Medal, Sacramento 1965

Gold Medal, Los Angeles 1965

Gold Medal, Pomona 1967

Silver Medal, Sacramento 1967

RUBY PORT

Bronze Medal, Los Angeles 1965

Bronze Medal, Pomona 1970

PORT

Silver Medal, Pomona 1953

Silver Medal, Los Angeles 1961

RHINE

Silver Medal, Pomona 1962

RIESLING

Bronze Medal, Pomona 1964

Bronze Medal, (First) Sacramento 1964

Silver Medal, Los Angeles 1965

Silver, Pomona, 1966

Silver Medal, Pomona 1967

ROSE--Gold Medal, Pomona 1964

Gold Medal, Los Angeles 1965

Silver Medal, Los Angeles 1965

Bronze, Pomona, 1966

Second, Sacramento (Special Division) 1966

First, Pomona (Special Division) 1966

Third, Sacramento (Special Division) 1967

SWEET ROSE

Gold, Pomona, 1966

SAUTERNE

Silver Medal, Pomona 1957
 Bronze Medal, Los Angeles 1961
 Silver Medal, Pomona 1963
 Bronze Medal, (2nd) Sacramento 1964
 Bronze Medal, Pomona 1969
 Gold Medal, Pomona 1970

SHERRY

Gold Medal, Pomona 1957
 Gold Medal, Pomona 1960
 Bronze Medal, Los Angeles 1965

Bronze, Pomona, 1966

SWEET SHERRY

Silver Medal, Pomona 1967

Silver Medal, Pomona 1970

SYLVANER

Gold Medal, Pomona 1956

TOKAY

Gold Medal, Pomona 1954
 Silver Medal, Pomona 1957
 Silver Medal, Pomona 1960
 Bronze Medal, Los Angeles 1961

Silver Medal, Pomona 1967

VERMOUTH

Silver Medal, Sacramento 1958

Bronze Medal, Los Angeles 1961

Gold Medal, Sacramento 1961

Silver Medal, Sacramento 1963

Silver Medal, Los Angeles 1965

Silver Medal, Pomona 1967

VIN ROSE

Silver Medal, Pomona 1953

Gold Medal, Pomona 1957

Gold Medal, Los Angeles 1961

Silver Medal, Pomona 1963

Gold Medal, Sacramento 1965

VINO ROSSO

Bronze Medal, Los Angeles 1961

Silver Medal, Los Angeles 1965

Bronze, Pomona, 1966

Silver Medal, Pomona 1969

WHITE PORT

Silver Medal, Pomona 1954

Silver Medal, Sacramento 1956

Silver Medal, Pomona 1957

Silver Medal, Los Angeles 1961

Silver Medal, Pomona 1962

Bronze Medal, Pomona 1963

Silver Medal, Pomona 1964

Bronze, Pomona, 1966

1st Award, Los Angeles 1968

DRY WHITE TABLE WINE

Silver Medal, Pomona 1963

Bronze, Pomona, 1966

SWEET WHITE TABLE WINE

Bronze, Pomona 1966

TAWNY PORT

1st Award, Los Angeles 1968

ZINFANDEL

Gold Medal, Pomona 1955

Silver Medal, Pomona 1957

Gold Medal, Pomona 1960

Bronze Medal, Los Angeles 1961

Silver Medal, Pomona 1963

Gold Medal, Sacramento 1965

Gold Medal, Los Angeles 1965

ZINFANDEL (SPECIAL DIVISION)

First Award, Pomona 1964

Second Premium, Sacramento 1964

First, Pomona, 1966

Third, Sacramento, 1966

First, Sacramento, 1967

SHERRY

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Lambert photo

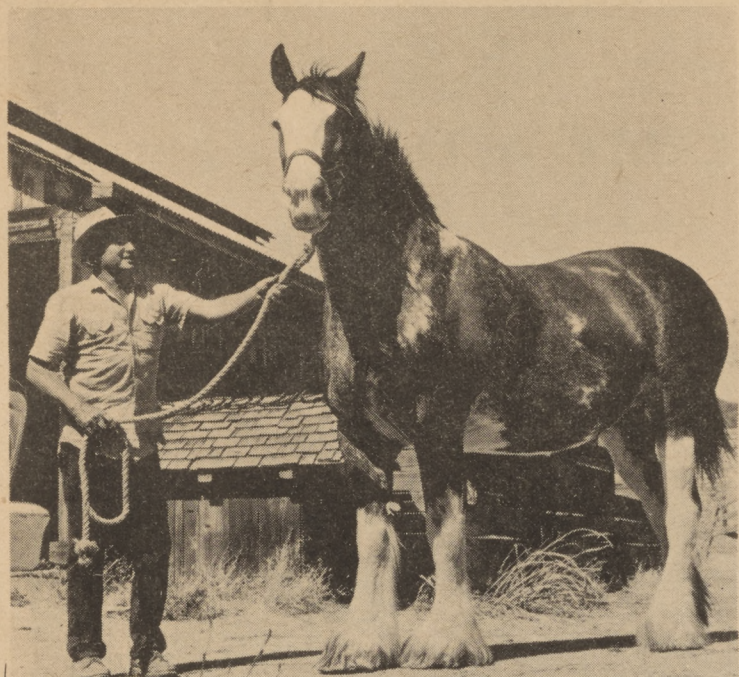
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The Castagnasso Clydesdales - - part of Sonoma



Gail

Good Clydesdales are scarce and becoming scarcer according to local expert Milton Castagnasso, who virtually grew up with a team of the horses that eventually won national recognition. Here he holds the pride of his eight-horse team . . . Gail, the first Clydesdale from California to take a championship away from Canada in the Calgary rodeo in 1965. Gail and Laddie will be in the lead, with Flash and Bunker as wheelers as the Clydesdale wagon heads the Vintage Festival parade this year. Gail is the largest of the Castagnasso eight, weighing a bit over a ton.

Vintage Festival Greetings

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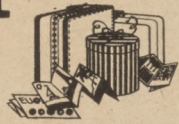
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MON.-FRI. 9-5

234 NAPA ST., SONOMA



By MARSH RATLIFF

SONOMA IS RICH in historical color. Mementos of General Vallejo, century-old frame houses, adobes, the Clydesdales . . .

The Castagnasso Clydesdales, eight massive purebred horses with hooves as large as dinner plates, once part of a nationally-known string, are out to pasture now. They're often overlooked by tourists and considered merely a bit of local color as they plod around the field on Spain st. One would need to seek out their owner, Milton Castagnasso, to learn their story; how they came to be truly a part of Sonoma's history and why they emerge only once a year to take their place in the Vintage Festival.

HARRY CASTAGNASSO owned a draying business and dairy in Sonoma in the early 1920's, and he needed powerful horses to haul his wagons. The most useful breed for his purpose, he learned, was the Clydesdale; their strength is equal only to that of the Percheron, a more expensive and temperamental breed. Clydesdales were rare, even in the '20s, but Castagnasso obtained a mare with foal from a Schellville man, intending to utilize them for their strength.

"We've always been horsemen", the youngest son, Milton, tells visitors. We have horses in our blood, and the best handler of them all was my father. Dad had a special talent for training the animals; he was a natural-born horseman and you couldn't describe him any other way."

Castagnasso quickly learned that power for pulling wagons was only one attribute of his newly-acquired Clydesdales.

They were colorful, unique, and curiosity-seekers began flocking to the barn to see the enormous mare and her stallion foal.

Realizing that their qualities as curiosities could be lucrative, the father, along with his eldest son Don, and Milton, first started exhibiting the animals in California fair competition and found that the idea was indeed quite profitable.

AN OCCASIONAL SAFARI into the backwoods of Canada where the finest and oldest strains of Clydesdales were found, and some shrewd bargaining, brought eight of the horses back to Sonoma. In 1924, the senior Castagnasso and his sons found themselves with a team of near-perfect Clydesdales in their barn, and show business in their blood.

Every June from then on the draying business and family dairy operation would come to a halt, and the Castagnasso men would sweep out their boxcar string, load the horses and hit the fair and circus circuit. They'd return to town in October to resume business, while keeping the horses fit and exercised.

BY 1938 IT WAS a well-known fact that some of the finest Clydesdales in the country were in Castagnasso's Second st. barn. In the years that followed, the Clydesdales reaped rewards and national honors for their owner and his family. The father hired a man from the old country, Switzerland, and together they'd scour the country for new horses to

improve their strain.

"My family has always taken pride in everything they do, and my father was meticulous with the horses", Milton remembers. "Anything less than the best just wasn't good enough. Horses as good as ours were hard to find. I can remember Dad driving and breaking and exercising the horses, while our friend fitted them. Horsemanship shows when you're competing; a horse that isn't sound reflects poorly on its handlers, and our team had to look good as well as perform perfectly. We had to constantly groom them, control their diet, keep their equipment in top condition."

At the famed Calgary Rodeo in Canada in 1965, Gail, the largest of the Castagnasso team, won top awards in all categories. It was the first time a California horseman had taken an award from an area where Clydesdales are the best to be found. It was the last time the Castagnasso string ever left Sonoma.

ON FEBRUARY 28, 1966, Harry Castagnasso died. Don went to Michigan, leaving Milton to run the dairy. "I remember waking up one morning and suddenly realizing I was alone", the youngest son recalled last week. "I had to curtail the Clydesdales' activities. I could no longer leave Sonoma . . . the dairy is my livelihood and I have to be here with it."

Upon his father's death, Milton was besieged with offers to


(Continued on Page 19)

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The horseshoe on the left will, in a few moments, be fitted to the hoof of the horse in the background; Laddie, only a medium-sized horse by Clydesdale standards. The shoe on the right would fit a full-grown saddle horse. Clydesdale shoes are expensive, and shoeing one of the massive animals is a four-hour ordeal at least, even for an expert like Shorty Miles, personal friend of owner Milton Castagnasso. Shorty shoes the Clydesdales about once a year. Because of their expense, Milton saves all of the old shoes and reuses them whenever possible.

Castagnasso Clydesdales

(Continued from Page 18)

buy the horses and their trappings. He issued a flat "no" to everyone. "I'd sell the equipment in a matter of life and death. But the horses, never. People wanted me to keep performing locally, but I turned down the offers. It's a sentimental thing. The loss of my family... I knew I couldn't keep preparing forever, but taking that first step on my own was a challenge I just wasn't ready for."

So the eight remaining horses of the famous Castagnasso string, which once numbered 20 Clydesdales, were turned out to pasture on Spain st. They might have remained there indefinitely were it not for the efforts of a family friend, Mel Hunter, who encouraged Milton to hitch up a few of his horses

again for the 1968 Vintage Festival, "just this once."

SHOEING THE HORSES after their years in pasture was a week-long ordeal and preparing them for public display brought back memories, but Castagnasso found that he could exhibit them on his own. "Just this once" became "just once more" in 1969, and this year four of the Castagnasso Clydesdales, the famous Gail in the lead, will head the Vintage Festival parade with Milton as grand marshal.

The youngest son's mind hasn't completely changed. He's still reluctant to leave Sonoma for short tours. But now his dream is to eventually turn the dairy over to someone else completely, sweep out the boxcar, and take his Clydesdales on the road again.

Vintage Festival patrons listed

Lending a helping hand and responding to a call for financial support to insure the success of the 1970 Valley of the Moon Vintage Festival are the following listed people who purchased Patron Memberships in the Vintage Festival Association:

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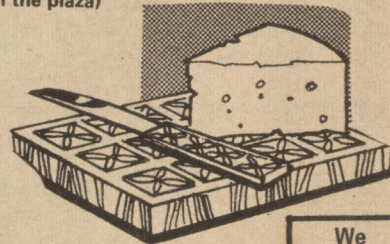
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"Jazz" got its name at Boyes Hot Springs

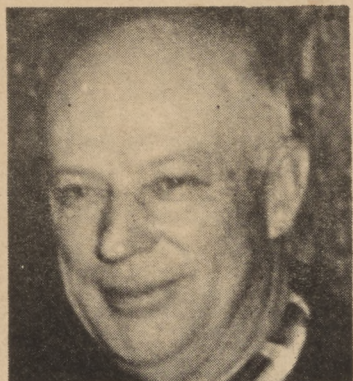
By ROBERT M. LYNCH
Editor
The Sonoma Index-Tribune

WHO EVER WOULD have thought that "Jazz" originated at the old Boyes Hot Springs spa, right here in the Sonoma Valley?

I'm a jazz fan and something of a "good old days" music nut, and I certainly hadn't heard the story on how "jazz" got its name -- and start -- right here in the Valley of the Moon back in 1913.

We came by the story through the kindness of Mrs. Virginia Wright, widow of the late Earle Wright of Glen Ellen. Earle died a few years back, but not until he had left an indelible print on the hearts and minds of the countless friends he made here. A retired San Francisco businessman, Press Club member and talented musician and actor, he served on the Vintage Festival board of directors for several years and gave of his many talents as program coordinator and one year as the pageant producer.

The origin of "jazz" in Boyes Hot Springs was revealed in a lengthy but fascinating letter written to Earle from Edward T. (Scoop) Gleeson, one of San



EARLE WRIGHT

Francisco's best-known newspapermen, in May of 1965. Wright was taking a course in "jazz" at the time and had written Gleeson to see what he could tell him of its background.

The following direct quotes are from the Gleeson letter, and we think you will agree make fascinating reading:

I am pleased to supply the

facts . . . of how "Jazz" got into the public prints, how it came to be applied to music and the circumstances of its origin.

The time was February of 1913. The San Francisco Seals baseball club of the Pacific Coast League, owned by Frank Ish and managed by Del Howard, formerly of the Chicago Cubs, had chosen Boyes Hot Springs for its spring training. The Spa, as it was often referred to, is located in the "Valley of the Moon," shortly removed

from the town of Sonoma. It was being operated at that time by a Dr. and Mrs. Parramore. There was said to be virtue in its hot sulphur baths, plus a few additional bubbling springs of medicinal quality.

The squad of players, the old and recruits, together with a corps of sports writers numbered 60. The personnel of the correspondents was made up of William J. "Spike" Slattery of the Morning Call, Harry B. Smith of the Chronicle, Al C. Joy of the Examiner and myself, representing The Bulletin.

George "Duffy" Lewis, who had become one of the World Series stars of the Boston Red Sox in the 1912 meeting with the N. Y. Giants, had a summer cottage opposite the Springs and Colonel Martin Brady, one

of the most colorful sports figures, then retired, played rummy in the club house. Billy Phyle, an umpire, had tarried only long enough to work off a few pounds.

The training was begun in a very serious vein. There were light workouts, roadwork, maybe some fungo hitting in the mornings -- followed by showers and rubdowns and then a game between the Regulars and the Yannigans at the nearby ball park in the afternoons.

The regulars were coming down with Charley Horses, that sidelined them, and the over zealous recruits were being tested as to who could and who couldn't hit curve pitching.

Time hung heaviest on the sports writers. They had no

(Continued on Page 21)



Boyes Hot Springs about 1913

This is how the popular spa, gutted by a disastrous fire in 1969, looked in its heyday-- when Art Hickman's band played for dancing

and the old San Francisco Seals baseball team had its spring training camp here.

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More about "jazz"

(Continued from Page 20)

training rules. A couple tried their hands in the daily horse-shoe pitching contest, or shagged flies in the workouts. They were in the main inclined to be restless.

WHEN MUSICIAN Art Hickman hove into sight as a camp follower -- up for the baths and a rest, things took a more interesting turn. I had known Hickman when he had appeared with his sister Pearl (They were always photographing her small feet and comparing them with Cinderella's) when they appeared in a dance number at Grauman's Lyceum theater in San Francisco. The Hickmans lived in Oakland.

Art had taken a whirl at the drums in the Hague, a semi-night club in Fillmore street, where a thrush destined to marry first, Pitcher Rube Marquard, of the New York Giants and then Benny Fields, was singing in a style made popular by May Irwin "There's a New Bully Come to Town" and Sophie Tucker, not then a "Red hot Mama." She was Blossom Seely.

Art had been entertainment

manager of the Chutes, when it left its Fulton-street site and moved to Fillmore street. He must have been between engagements, or definitely, on the loose when he came to Boyes. And he fell in easily with his friends when we went up to Jack London's ranch -- either by horseback, or in a horse-drawn surrey. We'd time arrivals there so as not to conflict with his writing labors, usually in the hour from 11 to 12. He was compiling the chapters of John Barleycorn. I think we discussed a proposal to drive a four, or six-horse team someplace in the state and describe it for Sunset magazine. Or, he'd show us the eucalyptus trees he planted, expound on horse and cattle-breeding -- think he had a wolf, or a fox in a cage just outside his house.

We'd about exhausted the sight-seeing possibilities, with a trip to the Gundlach-Bundschu winery in Sonoma and the old Mission. But Art was companionable and swapped show business stories, while we lolled on the bleachers at the practice games.

THE WORD!!!

"Spike" Slattery had an ear

for words -- words and phrases -- not especially slang, but expressions that fitted easily into his sports stories -- mostly about fights, baseball and racing. Boyes Springs was bottling and trying to market some of its fizzing water, for lemonade and liquor mixes in the bay area. And as previously mentioned the natural sulphur springs were working wonders for the spavined ball players.

One evening at the table shared by the writers in the dining room the word "Jazz" dropped into the conversation

from Slattery. It was exactly the time and the place for it. Others in the group began mouthing it occasionally, without thinking too much about it. The "life-giving" waters of the springs were referred to as "Jazz" water. As the players began rounding into form, with more pepper in their workouts, they were "showing the old jazz." It was synonymous with "ginger," the springtime "elixir."

And somewhere along the line Slattery, who hadn't "coined" it, even though he'd used it in camp conversation, was reputed to have picked it up at a negro crap-shooting handout. He overheard it, above the hubbub, of "Come to Papa," "Baby's shoes," "Eight Coming Out," and other exclamations of the players. It might have been "Give it the old Jazz," or "That's the Jazzbo."

Either then, or afterwards, Slattery, or another member

of the group concluded it had come from New Orleans. (Note: For your personal information I had never heard anything referred to as New Orleans' Jazz, until after I published the word in The Bulletin. A long and rewarding correspondence with one Richard Holbrook in Phoenix, Arizona, elicited a rumor that the word had once appeared in something Lafcadio Hearn wrote, but Holbrook experienced trouble trying to trace it down.)

IN "JAZZ", a quarterly published in October, 1958, Peter Tamony, credits me with its first extension to music. There was a reproduction of the story I wired into The Bulletin and which was printed on March 6, 1913, in which I told of the San Francisco's team's visit for an exhibition game and when I heralded its arrival with quote: "Everybody has come back to



'Scoop' Gleeson and friends

The man responsible for the wonderful story on the word and the music style "jazz", Edgard T. (Scoop) Gleeson, is pictured at the left edge of above photo, holding onto the ropes. This rare photo was taken at the Great Falls, Montana training camp of Jack Dempsey before the Tommy Gibbons fight at Shelby some 50 years ago. With Gleeson

in the photo, are: Harry Newman (directly facing camera at left, New York News; to his left, Lawrence Perry, author and freelance writer; next, the short figure is that of Herbert "Hype" Igoe, cartoonist and boxing writer of the New York Morning World. To his left, the famed Grantland "Granny" Rice, of the New York Herald-Tribune.

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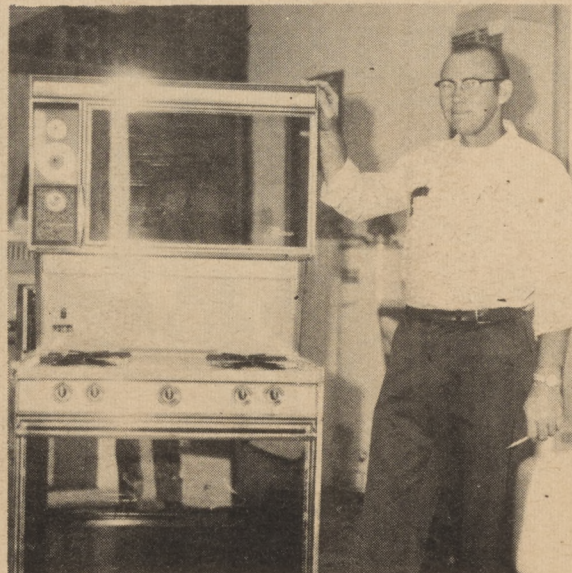
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The Boyes jazz band became famous

(Continued from Page 21)

the old home town full of the old 'jazz' and the promise to knock the fans off their feet with their playing . . . What is the 'jazz?' Why it's a little of that 'old life,' the 'giniker,' the pep, otherwise known as enthusiasalum . . . It's that spirit that makes players step around . . . 'Come on there professor, string up the big harp and give us a tune!' . . . The players are just brimming over with that old 'Texas Tommy' stuff and there's a bit of 'jazz' in everything they do."

On succeeding days The Bulletin carried other stories, in which I used the word, applying it to a variety of activities.

But Holbrook is fair enough to say that while I used the word in different connections, the fact that I linked it with the "Texas Tommy," ragtime dance of the era, is a direct bridge to the use of "jazz" as a musical term.

In an article "I Remember the Birth of Jazz" published under my name in The Call-Bulletin, of San Francisco on September 3, 1938, I revealed in greater detail how the word was affixed to music and to Art Hickman's music in particular. Art had mused about the possibility of luring some out-of-work musicians to Boyes, if the management would supply the food and lodging -- the Boyes Springs' management that is. He said we could borrow a couple of motion picture reels and with some instrumentalists, stage a couple of weekly dances, something to relieve the tedium and attract

girls as partners from nearby Santa Rosa.

He did his recruiting by mail and accepted such players as were available -- a violinist, or fiddler, a banjo-player, another type that I have forgotten, with he, himself supplying the one-finger base on the piano. It didn't hurt that Art had been a drummer. (Throw out the beat in rock and roll, any of the recent dances and they are nothing.) The combo came into being and the first dance was held and the music was mostly an accelerated two-step, with plenty of syncopation on the piano and the banjo.

IT MUST have been at the time the second dance was held that James Woods, president of the San Francisco Police Commissioner, manager of the St. Francis and later Biltmore hotels, and a Judge John Sullivan booked into the springs' resort for the night. Woods attended the dance and after returning to the clubhouse with the newspaper group -- ventured the inquiry about the dance and the music. "How long has this been going on?" He was introduced to Hickman and when he asked what the style of music was called, it could have been Slattery, who for want of anything better, answered "Jazz."

Woods asked Hickman how he'd like to organize an orchestra and come down to the St. Francis and play for the tea dansants. Hickman's music was a hit from the start and Florenz Ziegfeld brought Art and his players to New York. Hickman authored the "Rose Room Fox Trot," still being

heard on radio, records, and at dances.

We were great friends -- Art and I. It must have been pernicious anemia that had him hospitalized with dozens of transfusions. Before he was discharged and permitted to return to his home he had in prospect a contract running into big figures, just to select music that could be orchestrated and worked in on the sound tracks at movie houses. But death closed his career before he was able to undertake the new assignment.

ALL OF the writers from the baseball camp had occasion to use the word "jazz" in their stories, but I had been the first by several days. It was the one thing of that season -- and of course, I did not know I was leaving something for posterity.

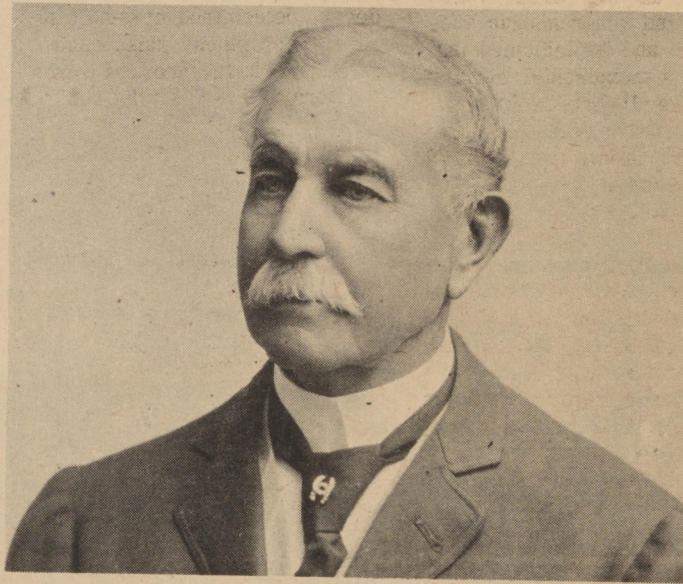
One Bert Kelly, a banjoist, organized and ballyhoed "Bert Kelly's Jazz Band," in and around Chicago in 1914 -- but that was a year after the usage of the word on the Pacific Coast. San Francisco had had a rash of dances some stemming from chippy balls and picnics, others from the Barbary Coast. If not a piece, they were of the snatch and grap school, the "Texas Tommy, Grizzly Bear, the Bunny Hug, the Walk-Back" -- all these years before the "Shimmy" and the "Twist." And I can't remember all the bands designated then and later as "Jazz" bands. Paul Ash, Paul Whiteman, Abe Lyman, Jesse Stafford . . . but Art Hickman was Number 1. The cake-walk, the strutting type of dancing, with what someone described as solo music and a two-beat rhythm, were blended in some way to constitute the stock in trade of most of the touring so-called "jazz bands."

Retired newsman Gleeson, from whom the Index-Tribune received permission to reprint his letter to the late Mr. Wright, currently resides in Mill Valley -- where he is still contacted from time to time by a variety of publications and individuals desiring "the real scoop" on happenings during the "good old days."



JACK LONDON

This is one of the last pictures of the famed author taken just before his death at his Glen Ellen ranch in 1916. A portion of the ranch, including the ruins of London's "Wolf House" are now open to the public as the Jack London State Historic Monument.



Captain H. E. Boyes
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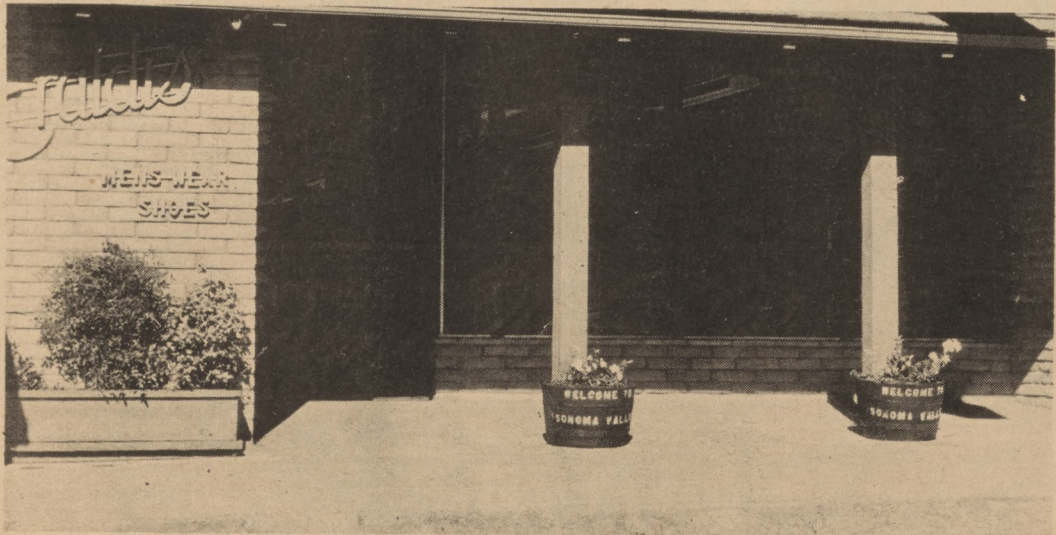
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The Bear



Flag Party

By ROBERT O'BRIEN

THAT NOISE YOU HEAR when you're doing research on the Bear Flag revolt in California is the grinding of axes.

One historian will have you thinking the rebels were a bunch of brandy-happy trappers who wanted to push the native Californians around and give them a bad time, and the next one will tell you they were fearless, stalwart fellows, lovers of human rights and liberty, and the George Washingtons of the West.

It's the same way with J. S. Fremont, who had a great deal, directly and indirectly, to do with the movement. You can open one book and find him praised as the Great Pathfinder, and you can open another one and be informed that he was a monumental fake and one of the all-time heels.

To paraphrase the New Yorker, it seems to come down to the question, "What History Book D'Ya Read?"

THROUGH this smoke screen of propaganda, personal opinion, assumption and conflicting interpretation, you can distinguish three or four facts whose outlines proclaim them undeniable and simple truths:

(1) There was a revolt against Mexican rule in California whose objects were to establish a California Republic and work toward ultimate union with the United States;

(2) It broke on the morning of June 14, 1846, with the capture of General Vallejo at Sonoma and the raising of the Bear Flag over the Sonoma plaza;

(3) The Bears declared California a Republic and were, in fact, military masters of Northern California for 25 days;

(4) This Republic was dissolved July 9, 1846, with the news that the United States and Mexico were at war, and that the American Flag was flying over Monterey.

To see how the Bear Flag rebellion was a blunt, brass-tack expression of a lot of forces that had been working behind the diplomatic scenery, it is necessary to go back a little. It was during the Jackson administration that the U.S. began to cock a contemplative eye at California, Jackson threw out a few feelers to find out whether Mexico would like to get rid of San Francisco bay; he considered offering Mexico \$3,500,000 for Northern

California; he also, at one time, tried to get the new Texas Republic to move in on California. Nothing developed, however, and the question remained pretty much on the shelf for the four years following his retirement from office.

Then, suddenly, California became a very hot problem indeed. For one thing, there was an increasing wave of emigration westward. There was also the policy of manifest destiny, whose powerful backers wanted an ocean-to-ocean America. Thirdly, there was the disturbing feeling in the air that Great Britain was about to make a pass at California. And with her internal political and military conditions, as they were, in a state of unparalleled decay, determined crews of a couple of Chinese junks could probably have knocked over California like a sitting duck.

WARILY, the U.S. began to send expeditions to the West. In 1841, a group headed by Navy Lieutenant Charles Wilkes arrived in California to gather scientific and economic data. Native Californians could not be blamed for believing it the first step toward annexation.

In 1842 came clear indication that the U.S. was a little on edge over the California question. Late that year, the Pacific squadron commander, bearing the unforgettable name of Commodore Thomas Ap Catesby Jones, was at Callao, Peru, when he heard the U.S. and Mexico were at war and that, to keep California out of American hands, Mexico was going to turn it over to Great Britain.

Jones forthwith headed for Monterey. He arrived there October 18 and found it quietly drowsing in the noonday sun. Rousing the natives, he asked them if they didn't know there was a war on, and then proceeded to occupy the city and run up the Stars and Stripes. Two days later, he decided there was no war on after all, took down the flag, turned the city back to the natives, apologized for the whole thing and sailed away.

CALIFORNIANS thought nothing of it, but down in Mexico City, they didn't like it, and because of ill will it created, President Tyler was forced to call off negotiations in progress to buy California. Meanwhile,



BEAR FLAG PARTY members were pictured in this old photograph taken at Carneros Creek in 1896. They are identified, from left

to right, as H. Beeson, Ben Dewell and H. Porterfield.

a number of people had things in mind for California.

Secretary of State Daniel Webster, who thought San Francisco bay worth 20 times the whole State of Texas, wanted to annex it.

An explorer named Lansford W. Hastings came out, looked over the ground and wanted to incorporate California and Oregon into a Republic and make himself President.

Sam Houston was playing with the idea of combining Texas and part of Northern Mexico with California and Oregon, and making a new nation out of them.

There were rumors that several European countries were going to set up a monarchy here to keep the U.S. off the West Coast.

And now, with Polk as President, the U.S. was still pitching. He sent John Slidell to Mexico to buy California for as high as \$40,000,000, but because of anti-American sentiment, this deal fell through. Working another angle, Polk made Tho-

mas O. Larkin, American Consul at Monterey, a special State Department agent, with instructions to promote pro-American sentiment in California. He was to convince Californians that if the time ever came when they wanted "protection," the U.S. would be very happy to protect them and would do a conscientious job at it.

LARKIN started out very well, lining up on his side such prominent Californians as Ge-

neral Vallejo and Jacob Leese of Sonoma. Don Abel Stearns of Los Angeles and J. J. Warner of San Diego, all of whom wanted to see a California star in the American flag. But his plans for peaceful annexation were monkey-wrenched by one remote development and two that happened practically on his front doorstep. The first was the outbreak of the Mexican War; the other two were Fre-

(Continued on Page 24)

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VINTAGE FESTIVAL GREETINGS

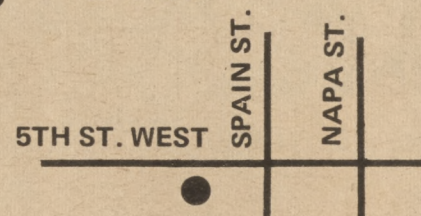
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LIGHT

AND LET IT BE OURS

Representing Lightcraft of California

BRUNDAGE

(on the plaza)

SONOMA



The Bear Flag Revolt

(Continued from Page 23)

mont's return to California, and the Bear Flag revolt.

"JUST ABOUT SUNRISE on the 11th of June, '46, thirteen mounted men, armed with rifles and pistols, crossed the Sacramento river a little below, or at the mouth of the Feather river. Much time was spent in procuring fresh horses, and no accessions were made to our forces that day. We supped at Gordon's on Cache creek, who gave us a bullock . . . At night, we groped our way over the mountain pass, and ere the sun became oppressive, we were safely at the rancho of Major Barnard. He, also, allowed us to kill and eat a fat bullock; but, unlike the other dear friends, was too fond of the goods of this life seriously to think of dying in defense of others.

"Here or hereabouts was a considerable number of newly arrived emigrants, and the day was spent in obtaining recruits. Much time was spent in procuring as many as swelled out the number to 32; and on the 13th, at 11 p.m., sleep and drowsiness were on the point of delaying, if not defeating our enterprise.

We were 36 miles from Sonoma. The sleepless energy of some aroused their companions by representing the danger of delay, and half an hour's debate turned the scale in favor of immediate action, and all put for Sonoma for dear life, as fast as our jaded horses could carry us, so, if possible, to arrive there by a rough path, away from the traveled road, before the daylight gave notice of our approach . . ."

THUS, WILLIAM IDE, self-styled organizer and leader of



THE BEAR FLAG MONUMENT (top photo) in Sonoma Plaza (northeast corner) stands adjacent to the site of the exact spot where a hardy band of pioneer settlers raised the crude flag of the new "California Republic" which has become our state ensign.

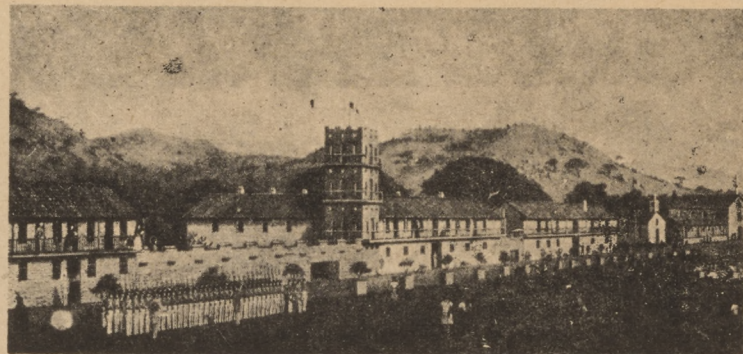
the Bear Flag party, described the descent on Sonoma in his "Scraps of California History, 'Rewritten' by One of Its Early Pioneers."

So they were 32. In the quiet of dawn, 124 years ago today, they stealthily surrounded the lofty, four-story lookout tower, the empty barracks, the adobe palace of General Mariano Guadalupe Vallejo, one of California's most prominent citizens and military commander and director of colonization on the Northern Frontier. Three

of the insurgents -- Merritt, Dr. Robert Semple (so tall that when riding muleback he strapped his spurs to the calves of his legs) and William Knight --dismounted, hammered on the massive door. Puzzled but polite, Vallejo admitted them to his house. Outside, the others waited, their rifles trained on the doors and windows.

Minutes dragged into hours. At length, the rebels chose John Grigsby to go in and find out what was going on, and Grigsby also disappeared into the General's mansion. There was another long wait. The men outside fought off their impatience with the help of a bit of grog. Finally Ide, a tee-totaler, entered the palace to check on the delay, and instantly divined its cause: bluntly speaking, his mates were "plastered" on the General's brandy.

FOR THE NEXT hour or two, there was much confusion and wrangling. Vallejo, believing the rebels were under orders from Fremont, submitted peacefully, along with his



SONOMA IN VALLEJO'S TIME

The Casa Grande, Barracks and Mission Buildings are shown.

brother, Captain Salvador Vallejo, and Lieutenant Colonel Victor Prudon, also Mexican army officers. The General, whose pro-American sentiments were well known, assumed Fremont would immediately release all three of them on parole.

But Grigsby, when told by Ide and others that there were no orders of any kind from Fremont and that all this had been done without his sanction, declared he had been deceived. If this were the case, he said, he was backing out of the party. Other rebels wanted to plunder the place and get out. Still others wanted to get out without waiting to plunder for fear the Mexicans would come and cut their throats.

Ide recalls that he met the confusion with a stirring speech, declaring: "I will lay my bones here before I will take upon myself the ignominy of commencing an honorable work and then fleeing like a coward, like a thief, when no enemy is in sight! In vain will you say you had honorable motives. Who will believe it? Flee this day and the longest life cannot wear out your disgrace. Choose ye, this day, what ye will be! We are robbers, or we must be conquerors!"

SWAYED BY Ide's words, the rebels rallied, chose Ide as their new leader and vowed they would be conquerors. Sending their prisoners off to Sutter's Fort under an eight-man guard, they took over Vallejo's military establishment, its eight or nine small cannon, its 200 muskets and its tiny supply of powder, and rounded up the handful of natives. Be-

fore the sun went down the next day, they had named Ide President of the California Republic, organized their force for 24-hour duty, collected food and fuel, and hoisted their historic flag.

Conflicting reports have come down on the making of the flag. Best substantiated is probably that of W. M. Boggs, son of one of Sonoma's first alcaldes, who declares several rebels roused a Mrs. John Sears out of bed and obtained from her a 5-by-3 piece of muslin.

When a Captain Swift suggested that something red should be put on the flag, a Sonoman named "Dirty" Matthews stole his wife's red flannel petticoat from her clothes line and handed it over. A strip torn from this was sewn across the bottom of the flag. On the banner was painted a grizzly bear to symbolize the ferocity of the rebels, although it was so crudely done as to resemble an 8-year-old's conception of a pig. (Those unsympathetic with the Bear Flag party called it, and still do, "the pig flag.") In the upper left corner, a star was painted, as in the Texas flag, and, below, the words, "California Republic" with the "i" in "Republic" left out and later inserted above. Credit for making the flag is generally given William Todd, a nephew of Mrs. Abraham Lincoln.

As the rebels' shouts of elation and enthusiasm echoed across Sonoma's bare, dusty, eight-acre plaza, their makeshift banner moved slowly up the tall flagstaff, reached the top and waved languidly in the gentle west wind that blew across the sleepy valley.

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LANDMARK
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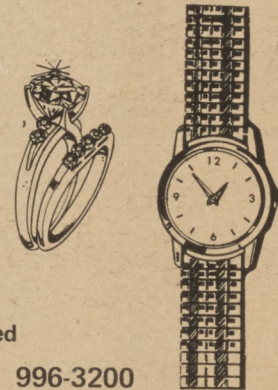


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OLD STAGE DRIVER
Jos. H. Albertson, old stage coach driver and later a \$15 per month constable here, stood firm against bicycle riding on the sidewalk!



'Work party' in Sonoma Plaza--about 1908

Welcome to the Vintage Festival!

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1836

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Men, horses and wagons combined to add to the beautification of historic Sonoma Plaza shortly after the new City Hall (in background) was complete in 1908. Building has same exterior design on all four sides--in attempt to please merchants on all four sides of the plaza who wanted "front" to face them.

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Shattucks were old Americans

Judge Shattuck, patriarch of the family in the photograph above, was a seventh generation descendent of Stephen Hopkins, who landed in Boston in 1620 and sixth generation descendent of Wm. Shattuck who also landed in Boston in 1630.

Four Shattucks, by name, were members of the same company of Minutemen opposing British rule and tyranny. Judge Shattuck's own father, David, was a Revolutionary War soldier and present when Washington said farewell to his troops.

Judge Shattuck, who died in Sonoma in 1893, lived in the house shown in the photo above. It came around the Horn -- the various parts of the house were numbered, setup and finished in 1852. It had 12 large rooms,

four fireplaces and was plastered. The house stood for over 100 years until torn down for "progress" about 15 years ago.



Reunion in old Sonoma

The above photograph was taken in 1890 at the old Shattuck home which was located on Watmaugh road and Fifth street east, on the occasion of the 90th birthday of Judge D. O. Shattuck, California pioneer of San Francisco and Sonoma. All of his ten children were living -- seven sons and three daughters, and with the exception of one daughter, Mrs. Betty Harrison of Suisun, all were present at the family reunion. Judge Shattuck died here in 1893. FRONT ROW, from left -- G. S. Harris and daughter, Janet (who made this photo available); Geo. Hooper, manager of his uncle's Sobre Vista Farm, with twins and George Hooper Jr. children born at Sobre Vista around 1885-87; Frances Shattuck, artist of San Francisco; Judge Shattuck, daughter Mary Shattuck Spencer McLaughlin, Lizzie Wooster Burtis (sister of Blanche Weems) with children; Lee Smith, Mendocino Co., and Rena Yates (SVHS, Class of 1900); Tommy Smith of Mendocino County, Chas. and Anna Reynolds Yates, Mendocino Co. SECOND ROW -- Narrie Spencer Hooper, Chas. Spencer Jr., Nonie Spencer Harris, John Shattuck, early S. F. attorney; Rena Shattuck (journalist of Petaluma), Lee Shattuck Ellsworth of Alameda, unknown person, Frank Shattuck (with grandchild), early attorney of Petaluma and one-time editor and owner of Petaluma Argus; Arthur Shattuck and wife, Henry Ellsworth of Petaluma; Mrs. Francis (Dr.) Wooster, the Judge's niece; Millie Adler Bates, one-time postmaster of Sonoma; Jeanie Shattuck Reynolds Smith, Mendocino County; Chas. and Anna Reynolds Yates, Mendocino County. THIRD ROW -- D. O. Shattuck Jr. of Ukiah, Oscar Smith of Mendocino and Santa Rosa; Jas. Shattuck, Dickson P. Shattuck of Washington State and brother-in-law of Millie Bates.

**Best Wishes For
A Successful 24th
VINTAGE FESTIVAL
VALLEY MART
VARIETY**
IN VALLEY MART SHOPPING CENTER
SUNDAYS 10-5
BANKAMERICARD MASTER CHARGE

Mrs. Janet Dakan, Judge Shattuck's niece, who afforded this information, noted that the Silva family of Watmaugh rd., Mrs. Rose August and Mrs. A. Montini, who lived in it, are among those who remember the pioneer structure.

Judge Shattuck, by the way, bought 300 acres of land here in 1850. He put 200 acres into vineyards, and while they flourished for awhile, the vines were wiped out by the disease, phylloxera some years later.

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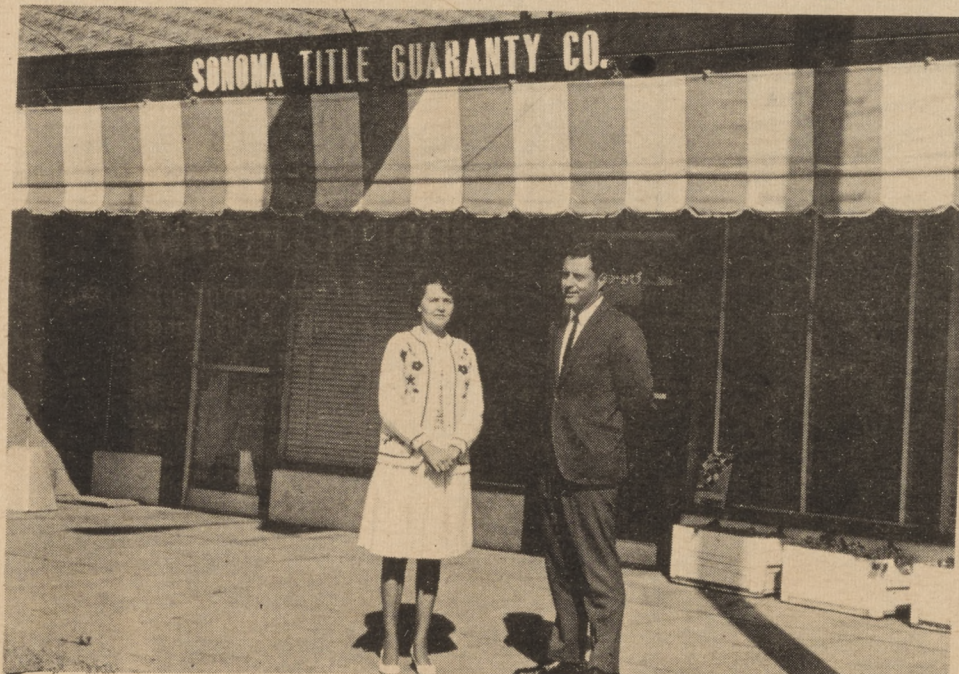
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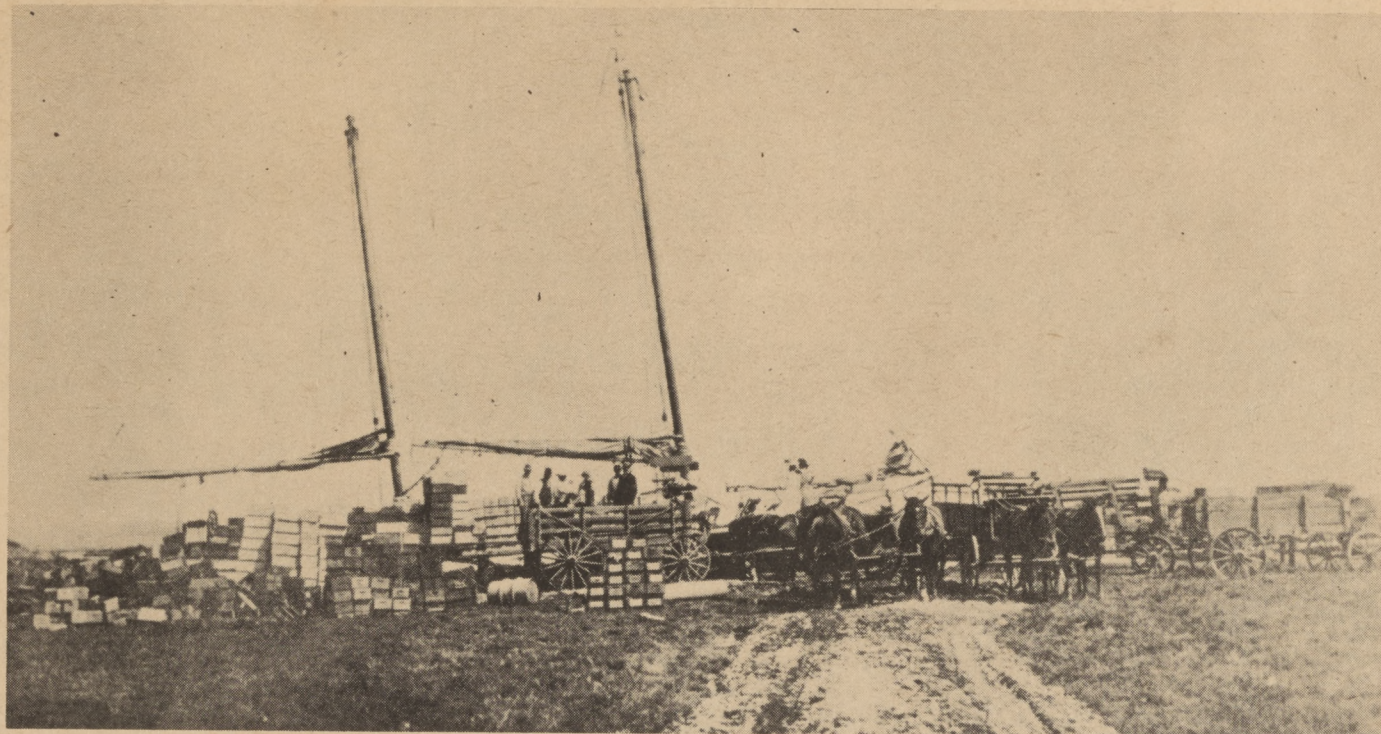
546 Broadway Sonoma 996-2124

Happy Vintage Festival!



Plaza 25

Sportswear, Dresses & Lingerie
25 East Napa St.—Sonoma



Ship in Schell Slough

In the early 1890s, the masted schooner above (believed to be Captain Hauto's "Four Sisters") made regular trips from San Francisco, up Sonoma Creek and Schell Slough to an area near the present Millerick ranch to pick up wagonloads of Sonoma Valley fruit crops.



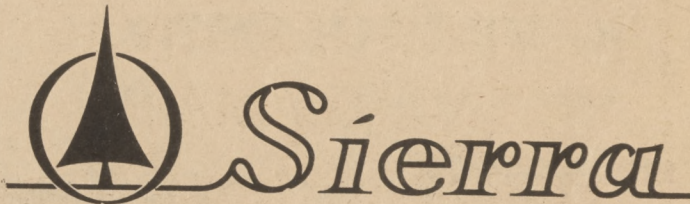
Sonoma Post Office, 1910

The old stone building at the corner of Napa and First street east, still standing, was the site for the Sonoma Post Office in 1910.

We had first newspaper north of San Francisco

Sonoma lays claim to having the first newspaper ever published north of San Francisco. It was called the Sonoma BULLETIN and first appeared in 1850. Editor and publisher was Alexander J. Cox, who some five years later closed down his Sonoma venture and started the first newspaper in Napa County. The Sonoma Index-Tribune, recognized as northern California's most-honored weekly newspaper in state and national competitions, was founded in 1878.

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GLEN ELLEN

MILL AND WINE VILLAGE

Near The Gateway To
Jack London State Park

14301 ARNOLD DRIVE
GLEN ELLEN





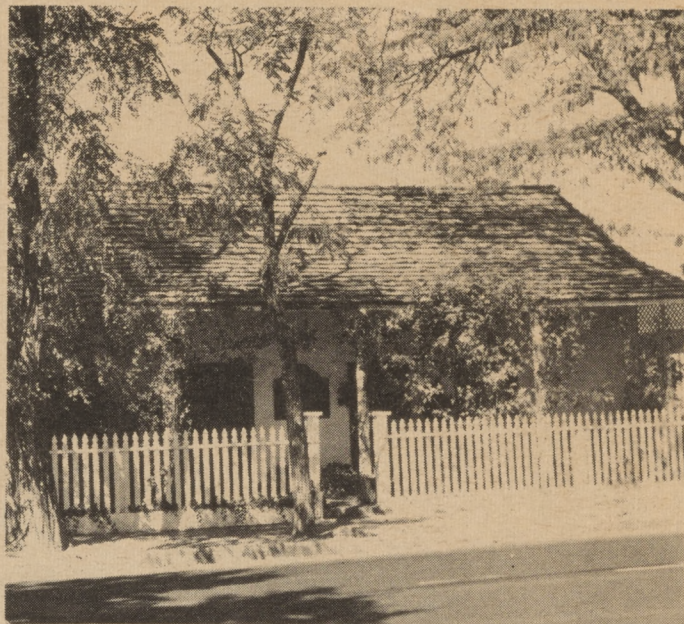
Ray-Adler adobe

One block east from the mission is a two-story adobe built in 1847 by John G. Ray. It was used as a mess hall for Company C and Company H of Stevenson's New York volunteer regiment. It was also headquarters for general Persifer Smith's officers. The Sonoma Masonic Lodge organized there with the help of Col. Jonathan Stevenson, first grand master of the Grand Lodge of California.

History,
gracious living
reflected in old
Sonoma residences

That roadway to Vallejo Home

Few visitors realize, as they drive up the tree-lined road to the historic Vallejo home, that most of these trees were planted over 100 years ago by General Vallejo himself. In 1852, when the City of Sonoma wished to make the road part of West Third Street, Vallejo wrote the Councilmen stating he had planted the trees at great expense and since he owned the land on both sides, he would like to purchase the proposed street as a private road to his Lachyma Montis (Tear of the Mountain) estate. On April 4, 1852, Vallejo received a deed which stated in part, "Know all men by these presents that I, John Cameron Mayor of the City of Sonoma, by virtue of the powers in me vested in consideration of the sum of twenty dollars paid by Benicia F. de Vallejo to the City Treasurer do hereby grant, convey and confirm unto the said Benicia F. de Vallejo all that piece of land lying in the City of Sonoma known as West Third Street, between Spain Street and Alp Street."



Nash-Patton adobe

This adobe home on First st. west was built by H. A. Green in 1847. Here, John H. Nash was taken prisoner by Lt. William T. Sherman for refusing to relinquish his position as alcalde to Lilburn W. Boggs, former governor of Missouri. It was restored in 1931 by Zolite Bates, great granddaughter of Nancy Patton Adler who lived there after her marriage in 1848 to Lewis Adler, a pioneer merchant from San Francisco.



Gerdeau estate

This gray and white home at 531 Second st. east, is 94 years old and its present owner, Col. Walter H. Gerdeau, Jr., has carefully restored it to its original Victorian elegance. The home is known from without to tourists for its ironwork and widows' walk, and from within for its massive curved stairway and collection of American and European antiques.

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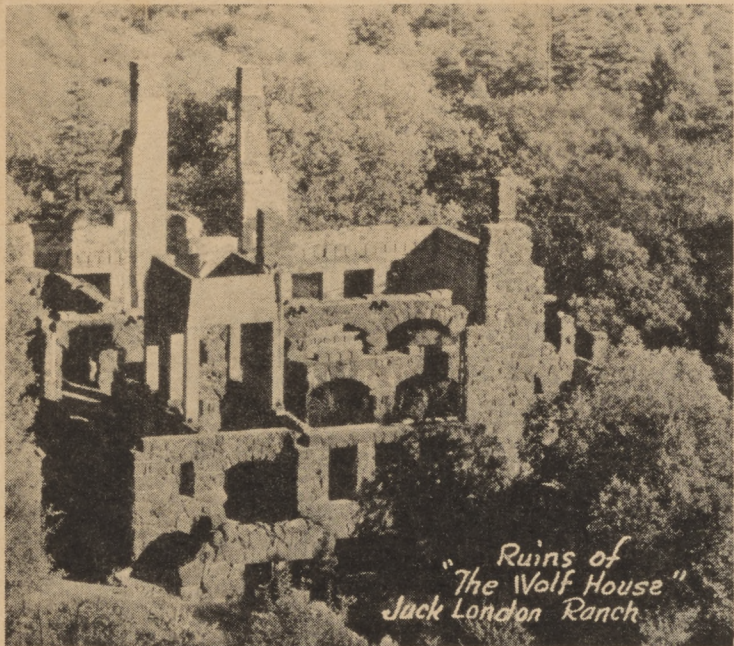
TRAIN TOWN



fun for the whole family

ON BROADWAY

one mile south of plaza



Ruins of Wolf House

This was the mansion built by famed author Jack London which burned mysteriously in 1913 before he and his wife Charmian could move in. Wolf House was constructed by Nate Forni, father of Will Forni, artisan who created replicas of Mission Sonoma and San Diego at County Fair this year.



Mission San Francisco Solano de Sonoma

The last and most northerly of the mission chain founded by the Franciscan Padres on El Camino Real is the mission at Sonoma.

Sonoma Mission was founded and dedicated on July 4, 1823 by a young padre named Jose Altimira. It was secularized in 1834.

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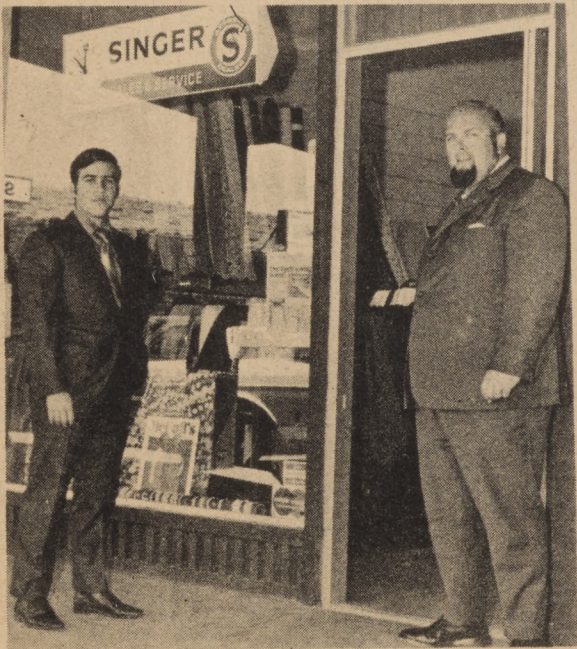
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Sonoma

Sewing Center

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Vintage Festival Greetings



from Louie Minelli and Richard Bond



This rare shot, taken in 1865, shows a group of rather well-dressed men engaged in bottling some of the Haraszthy vintage at Buena Vista.



SAM SEBASTIANI

The late wine man, Sonoma's great benefactor, in the garden of his home here. He died in 1944.

We'd Be Happy to Have

**You
Visit
Us**

**DRIVE
OUT
ON
HWY. 12**

**TURN OFF
AT
MADRONE
ROAD**

5 Miles
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Glen Ellen



**THE GENERAL'S
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Richard Raoul Emparan, grandson of Sonoma's founder, General Mariano G. Vallejo, is a popular octogenarian and community leader here.

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A Happy
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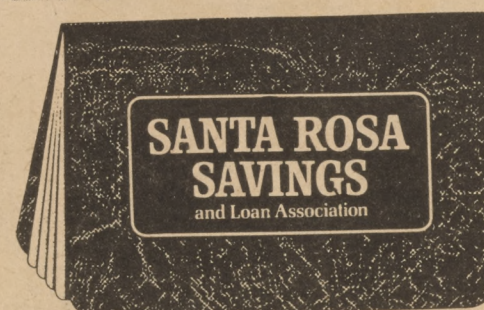
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Sonoma

Growing with our historic pueblo . . .



. . . Our spacious building of Early California design,
opposite Sonoma's charming plaza, serves our
ever-growing list of satisfied patrons.



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Toby Lombardi, Mgr.

INDEX-TRIBUNE

SONOMA, OCTOBER 9, 1897.

CITY OFFICIAL PAPER.



ROYAL BAKING POWDER CO., NEW YORK.

LOCAL HAPPENINGS.

CRIMINAL LIBEL.

A. H. Chessmore Arrested on Complaint of J. H. Seipp and H. H. Granice.

A. H. Chessmore, late of Kansas, but who has been residing in this valley the past two years, was arrested last Monday morning by Deputy Sheriff Ohm, on complaint of J. H. Seipp, President of the Board of City Trustees, and H. H. Granice, editor and proprietor of the SONOMA INDEX-TRIBUNE.

The complaint alleges that "Chessmore did wilfully, unlawfully and maliciously with intent to injure, vilify, scandalize and defame the good name and reputation of said J. H. Seipp and H. H. Granice, aforesaid parties being then and there citizens and residents of the said City of Sonoma. That said Chessmore composed, printed and published and expressed by printing in a certain newspaper called the "Sonoma News," published and circulated in the said City of Sonoma, State of California, (whereof said A. H. Chessmore was editor, publisher and proprietor) a certain false, scandalous and malicious libel of and concerning the said J. H. Seipp and H. H. Granice, all of which is contrary to the form of the statute in such cases made and provided against the peace and dignity of the people of the State of California. Said complainants therefore pray that a warrant be issued for the arrest of the said A. H. Chessmore; and that he may be dealt with according to law."

Defendant Chessmore was taken before Judge Cheney at 10:30 o'clock on the morning of his arrest, who released him on his own recognizance to appear before him for preliminary examination on Tuesday next at 10 o'clock.

The arrest of Chessmore is the outcome of certain publications in his paper reflecting upon the honesty and probity of the plaintiffs.

The INDEX-TRIBUNE has no comments to make. The matter is now in the hands of the courts and we have no desire to forestall a verdict in the case. Let justice be done.

FIRE.

R. B. Thomas' Barn Burned.

On Monday night last at about ten o'clock a barn on R. B. Thomas' place, half a mile east of town, was discovered to be on fire, and in less than an hour the barn, together with its contents, was a smouldering mass of ruins. Everything in the barn, consisting of eight or ten tons of hay, buggies, harnesses, farming implements, two dogs, etc., went up in the flames. The origin of the fire is unknown, but is supposed to be the work of rats. Mr. Thomas' loss will be between \$500 and \$1000. No insurance. The Sonoma Volunteer Fire Company and citizens in general turned out and did effective work in preventing the flames from communicating with the dry grass surrounding the premises, thus saving the residence.

Brevities.

There will be an adjourned meeting of the High School Trustees today at 2 p. m. in the College building on Broadway.

The weather the past week has been extremely favorable for grapes and an abundant yield and a fine quality of wine is now assured. Grape-picking and wine-making is now at its height in Sonoma valley and if present weather continues the vintage season will be over in a few weeks.

TO CURE A COOLD IN ONE DAY
Take Laxative Broom Quinine Tablets.
All Druggists refund the money if it fails to cure. 2c.

ZELLER VS. BREIT.

Judgment for Plaintiff for \$265.50, Interest and Costs of Suit.

The civil suit of Zeller vs. Breit, which was tried in this place last Saturday by Judge Gibson of Glen Ellen filled the Justices' Court to overflowing with the busy (?) people of Sonoma.

The plaintiff, A. Zeller, was represented by Raleigh Barcar of Vacaville while Senator J. S. Enos and R. A. Poppe contended for the defendant, Fred. Breit.

The suit was brought to recover \$265.50, amount due on a note executed by defendant in favor of plaintiff, together with interest amounting to \$88.50. After hearing the testimony in the case pro and con Judge Gibson reserved his decision until the following Monday, when he gave judgment for plaintiff Zeller in the sum of \$265.50, face value of the note, \$88.50 interest and costs amounting to \$10.15.

By request of Robt. A. Poppe, attorney for defendant, ten days stay of execution was granted.

An appeal will be taken to the Superior Court by defendant's attorneys, who expect to win the suit in the long run.

A Tip Over and Smash-Up.

Adam Adler and Robt. Wilson of this place, while returning from Santa Rosa on Wednesday night last, had a narrow escape from serious injury. They had reached a point a short distance from Melitta, where the road is very narrow, and were met by an approaching team. In order to avoid a collision they turned slightly to the right and were precipitated over a steep embankment. Mr. Wilson jumped as the buggy was going over and saved himself, while young Adler, who held the reins, staid with the rig and was landed at the foot of the declivity with an over-turned buggy on top of him and a frantic horse struggling to get free from the mix-up. The horse was seized by Mr. Wilson, however, and prevented from running away. Mr. Adler then picked himself up, having fortunately escaped with a few slight bruises, and helped right the buggy, which was badly damaged. The top was smashed and one shaft broken. The latter was spliced together and after patching up the harness, which was more or less broken, they were enabled to reach home at a late hour in the evening. The place where the accident occurred is the only dangerous part of the county road between this place and Santa Rosa and ought to receive the attention of Supervisor Austin, in whose district it is situated.

Robbery.

A bold robbery was committed last Tuesday morning on the Winkle and Dresel places, two miles east of town. The cabin of Fred. Schultz, a teamster employed on the Winkle place, was entered by sneak thieves, who broke open a trunk and rifled it of its contents. Among other articles secured by the thieves was a fine field glass, a pair of gold sleeve buttons and a purse containing a small sum of money. A buckskin purse filled with a large sum of coin was overlooked by the thieves for the reason that it did not happen to be in the trunk, but was hid elsewhere. The thieves, after looting Schultz's cabin, entered a house occupied by six Chinese on the Dresel place, where they were working at the winery only about one hundred yards distant, but this did not deter the thieves from carrying off almost everything in sight. They took all they could lay their hands upon—blankets, clothing, tobacco and money—and made good their escape. The thieves were no doubt well acquainted with the premises they raided and are evidently residents of this valley.

Texas Horse Fly.

The Texas horse fly is attacking many horses in this valley. The fly, whose sting is exceedingly poisonous, generally attacks the animal on the breast, which swells up enormously. Dr. T. A. Nuffer, the veterinary surgeon, has successfully treated six or seven cases the past week. It would be well for our farmers to examine their horses critically in order to guard against serious results from the attack of the fly. If proper remedies are applied in time the attack of the pest can be combated easily. Otherwise the animal may die or at least be rendered useless.

Highest Market Price Paid for Dried Fruit.

Parties having dried fruit for sale will consult their interest by calling on John Batto & Son, Vineyard Station, Sonoma county, Cal. P. O. address, Sonoma.

"THE VINTAGE FESTIVAL."

To be Produced at Rhinefarm this Evening.

The much-talked-of "Vintage Festival" at the "Val of Pansies," will take place this evening at Rhinefarm, the estate of the Gundlach, Bondschu and Dresel families. A large number of invitations have been issued in this valley and San Francisco. The features of the Festival, which will be produced on a magnificent scale, will be the presentation of a lyric drama, written by Benj. Weed, principal of the Sonoma High School, especially for this occasion. The drama will be presented in the open air at 9 o'clock in the evening, red and green fire being used to light up the scene and forest of surrounding trees. The presentation will be in two acts. In the first act a love affair will be introduced in which a young goatherd and his affianced daughter of a vineyardist, will be the principal characters. In this act an invocation is offered up to Bacchus, as the marriage of the young people is dependent upon a full crop of grapes. In the second act a happy vintage scene is introduced and expressions of gratitude are offered to Bacchus for answering the prayer of the young couple for a bounteous crop, and the marriage takes place amid great rejoicing. The time and scene is ancient Greek and the characters in the play will be the lovers, Bacchus, nymphs, goatherds and vintagers. The spot chosen for the presentation is one of the most picturesque in Sonoma Valley.

Following is the cast of characters:

Bacchus	Robert Bieri
Nymphs	Miss Frauenholz
	Miss Hope
	Miss Thorndyke
	Miss Granice
Goatherds	Y. Goodwin
	H. Gundlach
	R. M. Sims
	Benj. Weed
Vintager's daughter	Miss Gundlach

BIG BASALT BLOCK SALE.

S. Schocken Disposes of 150,000 to San Francisco Parties.

One hundred and fifty thousand basalt blocks were sold to San Francisco parties one day this week by S. Schocken. The blocks are piled up alongside the switch of the S. F. & N. P. Railway in this place ready for shipment. A large number have already been shipped, the past few days and the balance will go forward as fast as flat cars can be secured to transport the blocks to the city. Mr. Schocken has one of the most extensive basalt block quarries in the county and during the past fifteen years has shipped millions of blocks to the metropolis for street paving purposes. Of late years the industry has been on the decline, but the sale just recorded goes to show that it is picking up again. At one time the industry gave employment to over 300 men in this place.

City Trustees.

A regular semi-monthly meeting of the City Trustees was held last Wednesday evening. The following Trustees were present: Messrs. Seipp, Bulotti, Modini and Poppe. Shortly before the meeting adjourned Trustee Hartin appeared and took his seat also.

The minutes of the previous meeting were read and approved, after which bills as follows were allowed and ordered paid:

John Revis, labor	\$ 1.40
G. S. Harris, street sprinkling	46.00
Wm. Green, lumber	7.63
J. E. Robin, salary, etc.	10.00
Total	\$75.03

John N. Stadenman's bond for \$75, with H. H. Granice and Henry Castagnasso as sureties, for the faithful performance of work to be done on Second Street East, was approved by the Board and Mr. Stadenman was granted one month's extension of time in which to complete the work.

A warrant was drawn in favor of the City Marshal for \$43.88 and he was instructed to pay the rebate on personal property taxes collected by the City Assessor.

Clerk Robt. Poppe was instructed to have the deed for the extension of First-street East executed by Messrs. Schocken and Aguilon.

The Street Committee was instructed to employ a surveyor to establish the grade of the extension of First-street East, from Spain street to the depot grounds.

The sum of \$50 was appropriated for gravel to be used on the public streets.

The Board then adjourned.

CASTORIA
Is an
all-time
cure.

PERSONAL AND SOCIAL

And Other Matters of Interest to the General Reader.

Items of a personal and social nature are thankfully received at this office.

R. M. Sims visited the metropolis Wednesday.

Henry Weyl returned from Healdsburg Sunday.

Miss Eva Prunty will spend the winter in Mexico with her sister Mrs. Sharpe.

P. Delport of Santa Clara Valley was the guest of Robt. Hall on Wednesday last.

Mrs. G. M. Chase and her son George and Miss Alice Chase are visiting at the Seipp ranch.

Miss Dora Howe has returned to El Dorado county, where she expects to remain for some time.

Mrs. Walliser, accompanied by her daughter and son, visited San Francisco and Oakland last Saturday.

Thos. Foley of San Francisco was the guest of his aunt and uncle, Mr. and Mrs. Grothaus, last Sunday.

F. Cleve visited Napa on business last Wednesday. Mr. Cleve was accompanied by his daughter, Miss Doris.

Miss Ruth Richards, the pretty little niece of Mr. and Mrs. Schuster, has returned to her home and school in Nevada City.

Mrs. Harry Eaton (nee Eloisa Pauli), who has resided in New York City the past nine years, has moved to Brooklyn, N. Y.

Wm. Smith and family of Oakland have leased the Lawrence residence on Terrace Hill, where they will reside in the future.

Mr. and Mrs. Chas. N. Cheney are rejoicing over the birth of a son, which was born to them on last Saturday evening, October 2nd.

Mrs. Bondschu and family from San Francisco are enjoying the week at Rhinefarm, the old home of Mrs. Bondschu (nee Gundlach.)

The students and teachers of the High School are enjoying a vacation this week. Several of the young people are out grape-picking.

Mrs. Fred. D. Spaulding, after spending several weeks with her parents, will return next week to her handsome home in San Francisco.

Mrs. Clara Sharpe and children, after a several months' visit with relatives near this place, will leave in a few weeks for their home in Mexico.

W. W. Skaggs is down from Santa Rosa and has assumed charge of the U. S. bonded warehouse at this place until the 1st of November.

N. R. Knight has returned from the Sandwich Islands, where he has been engaged as paymaster on one of Spreckles' sugar plantations for the past eighteen months.

Mrs. Robt. Howe received the news yesterday of her mother's serious illness. She left for Santa Cruz this morning, where she will remain until all danger is passed.

Robt. Howe of Eden Dale farm has had thirteen men employed in picking quinces the past week. His quince crop this season will prove almost as valuable as nuggets from the Klondyke.

Peter Gordenker, formerly of this place, has come in second winner in the chess tournament of the State University at Berkeley. Arrangements are now being made for a match with the Sacramento Club.

Conductor Johnson of the Sonoma and Glen Ellen branch of the S. F. & N. P. Railway is enjoying a two week's vacation. Mr. Cummings, the obliging young conductor on the main road, is filling conductor Johnson's place.

The many friends of Mrs. Robt. Hall will be pleased to learn that she has so far recovered from her late illness as to be able to visit friends in San Francisco. Mrs. Hall made the journey on Tuesday last and returned home the same evening.

Dr. and Mrs. A. E. Osborne of the California Home entertained the Grangers of California on Wednesday last with a fine luncheon under the shade trees surrounding the Home and an entertainment in the afternoon. It is needless to add that the hospitality of the doctor and his estimable wife on this occasion will long be remembered with pleasure by the Grangers.

The grand ball and prize dance to be given at Union Hall on Friday evening, October 15th, promises to bring together a large gathering of Sonoma Valley people. A big delegation will be down from Glen Ellen to compete for the prizes which will be awarded to the most popular lady and to the most graceful lady and gentleman dancer. The floor will be under the management of Col. Harrison, assisted by Chas. Ohm, A. A. Enke and Robt. Pasch. The admission will be \$1, ladies free. A fine supper will be served for 25 cents.

DOWN

Go the Prices, to Clear Up Stock.

MASON Fruit Jar 45c Dozen

LIGHTNING Fruit Jar 51c Dozen

JELLIES 25c

MASON RUBBERS Two 5c

JELLY PRESSES

REXTED or SOLD

Save both time and strength.

Lots of remainders of Summer Stock in

CROCKERY, GLASS, Etc

to be sold at any price to clear up lines and make room for my Fall and Winter goods soon to arrive.

BARGAINS

In all lines. Come early and you'll be happy.

Atwater's

BOOK, MUSIC & CROCKERY

STORE

863 Main St., Petaluma

866

H. Hartin and family spent last Wednesday in the metropolis.

Ex-Supervisor P. H. Thompson visited Santa Rosa last Monday.

P. Baletti of Napa visited his daughter, Mrs. Quartaroli, Thursday.

Miss Sadie Cady is being royally entertained by her Santa Anna friends.

Mrs. Pauline McMullen of Schellville is spending the week with her mother, Mrs. Bates.

Young ladies desiring to learn millinery would do well to call upon Mrs. G. H. Hotz, Sonoma.

Miss Claire Hope returned home Wednesday, after spending some time with relatives near Petaluma.

Miss Mabel Lowell came up from Berkeley last Sunday and visited her parents, Mr. and Mrs. A. D. Lowell. Miss Lowell is a student of the University of California.

Mr. and Mrs. L. Quartaroli are having the old Swiss Hotel, on the west side of the Plaza, remodeled and will open up the same under a new name on the 1st of next month. New flooring has taken the place of the old and new doors and windows are being put in. An addition, 16x18 feet, will also be erected, which will be used for a barroom and billiard parlor.

The marriage of Mr. Robt. J. Gilbert, formerly of this city, and Miss Marguerite Sophey of San Francisco was celebrated in the church of Notre Dame De Victories, October 2nd. The church was very tastefully decorated for the occasion and at the hour appointed, 8 o'clock, the bridal party entered amid the strains of Medelsohn's wedding march. The bride is the daughter of the late Joseph Sophey, the pioneer carriage manufacturer of San Francisco. The groom is a popular young rectifier in the wholesale liquor house of the G. Cohn Company. Mr. George Gilbert, brother of the groom, acted as best man and Miss M. C. Mann of Portland, Oregon, attended the bride. The bride was very simply but tastefully gowned in white organdie, trimmed in valenciennes lace and ribbons. Her veil was confined to the coiffure by a spray of bride's roses. The bridesmaid was becomingly attired in white organdie, trimmed in lace and pink ribbon and carried a bouquet of La France roses. Amid showers of rice the bridal party departed from the church. On account of the recent death of the bride's father no reception followed. Mr. and Mrs. Gilbert were the recipients of many beautiful and costly presents.

Deafness Cannot be Cured

by local applications, as they cannot reach the diseased portion of the ear. There is only one way to cure Deafness, and that is by constitutional remedies. Deafness is caused by an inflamed condition of the mucous lining of the Eustachian Tube. When this tube gets inflamed you have a rumbling sound or imperfect hearing, and when it is entirely closed Deafness is the result, unless the inflammation can be taken out and this tube restored to its normal condition, hearing will be destroyed forever; nine cases out of ten are cured by catarrh, which is nothing but an inflamed condition of the mucous surfaces. We will give One Hundred Dollars for any case of Deafness (caused by catarrh) that cannot be cured by Hall's Catarrh Cure. Send for circular, free.

F. J. Cheney & Co., Toledo, O.

Sold by Druggists, Etc.

\$20000

Any baking powder will lighten your cake, if that's all you want. Some are stronger than others, some more wholesome.

Schilling's Best is both and more too.

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MISCELLANEOUS.

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SCOTT & VEALE

HARDWARE, FARM IMPLEMENTS,

Stoves, Tinware and Pumps,

ALL KINDS OF PIPE AND PLUMBING GOODS AT SAN FRANCISCO PRICES.

We Keep the Best Windmill on Earth.

868-870 MAIN ST., PETALUMA.

S. SCHOCKEN,

General Merchandise

Will sell everything in his store at a small percentage. No old-time profits, but only small interest on the money invested.

Before going out of town to buy go and

S. SCHOCKEN'S

NORTH SIDE OF PLAZA, SONOMA.

Get our CASH prices before going out of town

Agent for Wm. Radam's Microbe Killer.

Don't Forget.

TO GO TO

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DEALERS IN

STOVES, RANGES, TIN AND COPPERWARE, SHEET IRON,

HARDWARE, WINDMILLS, WATER, GAS, TERRA

COTTA AND SEWER PIPE.

Blue Flame Oil Stoves,

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INCUBATOR and BROODER work receive careful attention.

Orders for Plumbing, Gas-fitting, Jobbing, etc., promptly and satisfactorily filled.

Foot of MAIN STREET, near cor. of B STREET, PETALUMA, CAL.

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REAL ESTATE AGENT.

SONOMA, CAL.

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PETALUMA.

THE RIGHT GOODS AT THE RIGHT PRICES.

Childrens, Misses and Ladies Rubber Overboots. Price 25c, 30c and 35c per pair.

Childrens, Misses and Ladies' Rubber Boots. Prices \$1.10, \$1.25 and \$1.50 per pair.

Boys and Mens' Rubber Overboots. Prices 50c, 60c and 65c per pair.

Boys' heavy Gum Boots. Prices \$1.50 and \$2.00 per pair.

Mens' heavy Gum Boots, short or knee. Prices \$2.25 and \$2.50 per pair.

Mens' Hip or Hunting Gum Boots. Prices \$3.50 and \$4.00 per pair.

Boys and Mens' Oil Clothing, best quality made. Prices \$2.00 and \$2.25 per suit.

Mens' Mackintosh Coats with Cape. Prices \$3.00, \$4.00 and \$5.00 each.

Mens' Leather Coats with Corduroy lining, extra good for winter wear, reversible can be worn either side out. Price \$8.50.

Boys' Overcoats with Capes, ages 4 to 14 years. We are showing some extra good values. Prices \$2.00, \$2.50 and \$3.00.

Young Mens' Overcoats and Ulsters, ages 14 to 19 years. Prices \$4.50, \$5.00, \$6.50 and \$7.50.

Mens' Overcoats and Ulsters. We have a big stock and good variety. We sell them at very low prices, so don't forget us when you want one. Prices \$5.00 to \$12.50.

EXTRA SPECIAL VALUE in Mens' heavy mixed woolen Cheviot and Scotch Tweed Sack Suits, the best that can be produced. All sizes, 34 to 42. Prices \$5.00 to \$6.00 per suit.

It Will Pay You to Visit

HALE BROS & CO,

Largest Store in Town.

PETALUMA.

THIS IS A REPRODUCTION OF THE PAGE IN THE OCTOBER 9, 1897 SONOMA INDEX-TRIBUNE WHICH TOLD OF THE FIRST VINTAGE FESTIVAL IN A STORY LISTING THE PARTICULARS AND CAST IN THE THIRD COLUMN' TOP OF PAGE

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